

MRA

# FIRST OUTLOOK CONFERENCE

INSIGHTS & STRATEGIES FOR THE ENTIRE PROFESSION

NOVEMBER 2-4 | 2010 | ORLANDO





### *The Conference*

The MRA First Outlook Conference is built around leadership, relationships and advancement – initiatives integral to MRA's mission to support our members' growth and success. First Outlook spans 2.5 days in early November covering **in-depth topics critical to the business success of research practitioners** and thought leaders in 2011.

### *Attendees*

**All professionals involved in the insight, opinion and marketing research profession will benefit** from attending First Outlook. Of particular note are the hands-on and interactive all-day courses on social media and data presentation. Due to their depth and practical applications, either course could justify attendance at the full Conference.

## WHY ATTEND?

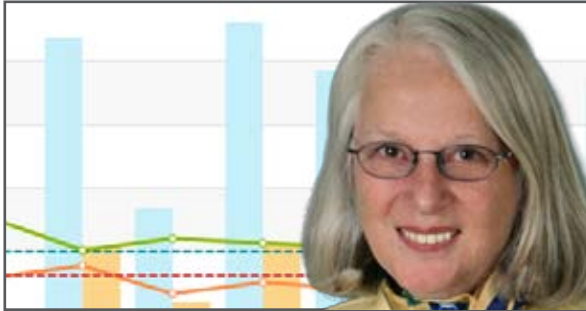
To secure competitive advantages in a tentative economy, you need to stay ahead of rapidly evolving trends in research technologies, practices and business strategies. The most efficient way to do so is face-to-face through involvement in a carefully focused program. The most cost-effective way to do so is at First Outlook, which provides **genuine professional advancement at the best value in the industry**. Uniquely at First Outlook, you can build relationships through proven networking events and engage a permanent network of peers in a welcoming and supportive environment.

### *MRA*

Founded in 1957, the Marketing Research Association is the leading and largest association **dedicated solely to promoting, unifying and advancing the insight, opinion and marketing research profession**. MRA accomplishes this by vigorously supporting and advocating for our members' professional growth and success by providing nearly 100 products and services to the research community, including effective advocacy before government officials.

# IN-DEPTH, INTERACTIVE EDUCATION

## NEW ALL DAY COURSES



### **EFFECTIVE DATA VISUALIZATION COURSE**

Naomi B. Robbins, Ph.D.  
Author and Professional Trainer  
**NBR**

PRC Hours: 5.25 in Research

Join Naomi B. Robbins, author and professional trainer, for an exciting course that will teach you how to accurately report and present research findings. This comprehensive, five-hour course will provide new trends in data visualization so you can effectively communicate with your clients. Filled with numerous examples and an interactive exercise with colleagues, you will become an expert on professionally designed and skillfully constructed data.

- NEW TRENDS IN DATA VISUALIZATION
- REAL-LIFE EXAMPLES
- HANDS-ON GROUP EXERCISES
- CHARTS, GRAPHS, SCALES, CHOOSING COLORS, INFOGRAPHICS AND MORE!



### **SOCIAL MEDIA COURSE**

Eric Schwartzman  
Author and Professional Trainer  
**Schwartzman & Associates, Inc.**

PRC Hours: 5.25 in Business or Research

Professional trainer Eric Schwartzman will share his expertise on leveraging online communication technology and platforms. He'll expand your knowledge on how to use social media tools and services for marketing research. From crowd sourcing business intelligence to keyword discovery to audience profiling strategies, this in-depth course will prepare you to develop an effective social media strategy.

- FIND AND LISTEN TO ONLINE CONVERSATIONS
- PRACTICAL APPLICATIONS OF SOCIAL MEDIA MONITORING
- GAIN MEANINGFUL BUSINESS INTELLIGENCE
- BUILD A CUSTOM SOCIAL MEDIA MONITORING DASHBOARD!



### **BUSINESS OWNERS FORUM**

PRC Hours: 5.25 in Business

Engage with fellow executives (CEOs, CFOs, COOs, business owners, presidents, vice presidents, etc.) in a forum designed to maximize the sharing and collecting of new ideas and concepts. Discuss strategies and solutions in an exclusive environment. The hottest topics and the latest techniques in the following key categories will be addressed:

- ▶ Contracts and Negotiations
- ▶ Employee Motivation and Compensation
- ▶ Marketing, Branding and Advertising
- ▶ Sales Strategy
- ▶ Innovation in the Profession
- ▶ Strategic Planning

This session will be conducted primarily through roundtables with dedicated industry professionals guiding the conversation.

# KEY INSIGHTS & STRATEGIES

## KEYNOTES

### KEYNOTE

*Robert M. Groves, Director  
U.S. Census Bureau*

PRC Hours: TBA



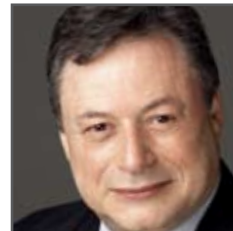
In this session, Robert M. Groves will give an insider look at the greatly-anticipated 2010 Census report, which will be released next year. Groves has a distinguished career in the survey and opinion research industry. Prior to taking the

post as Census Bureau Director in 2009, he served as a professor at the University of Michigan and director of its Survey Research Center. He also served as a research professor at the Joint Program in Survey Methodology at the University of Maryland. From 1990-1992 Groves was the Census Bureau's Associate Director for Statistical Design, Methodology and Standards. He has also authored several books, one which was named one of the 50 most influential books in survey research, *Survey Errors and Survey Costs*.

### FACT OR FICTION ABOUT TODAY'S MEDIA LANDSCAPE: WHAT DO YOU KNOW ABOUT TODAY'S MEDIA CONSUMER?

*Jack Wakshlag, Ph.D., CRO  
Turner Broadcasting*

PRC Hours: 1 in Research



We read about the growth of the Internet, mobile, video gaming and cord cutting. We read about the "graying of America." We read about how young people are watching TV on their computers via broadband and that people

use their DVRs to skip commercials, spelling the end of TV. We hear how new media are displacing old, and that heavy online video consumers watch TV shows online and are watching less TV, listening less to radio, and reading newspapers and magazines less. Much of what we read is based on behavioral data, and much is based on what people say. Can we rely on both? This presentation will explore current data on these important issues, separating fact from fiction on media consumption. Bring your thinking caps. There will be a quiz at the end.

### ISO: IS IT THE RIGHT FIT FOR ME AND MY COMPANY?

Most would agree that, at its best, the opinion survey and research profession is one part art and one part science, with the percentage split left to historians or future analysis. The question that has arisen, however, is whether the profession can benefit from the creation and application of standards in its processes and procedures. Can standards such as ISO or others help more than hinder the research process?

## SEPARATING THE WHEAT FROM THE CHAFF: THE NITTY GRITTY OF SOCIAL MEDIA MONITORING

PRC Hours: 1 in Business



*Eric Schwartzman, Moderator  
Author and Professional Trainer  
Schwartzman & Associates, Inc.*



*Christopher Ahlberg, Ph.D., Panelist  
CEO  
Recorded Future*



*Barry de Ville, Panelist  
Analytical Consultant  
SAS Institute*



*Robert Key, Panelist  
CEO  
Converseon*



*Valery Miftakhov, Panelist  
Associate Principal  
McKinsey & Company*

Five of the world's sharpest, most experienced social media monitoring, measurement and evaluation specialists share insights on how to gain actionable business intelligence for the seemingly infinite morass of social media content.

# FOCUSED, PROFESSIONAL LEARNING

## SESSIONS

### SO WHAT? THE IMPLICATION OF CONSUMER PERCEPTION ON PRODUCT OPTIMIZATION

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*Mona Baker Wolf, President/CEO*

**The Wolf Group**

PRC Hours: 1 in Research



Sensory Science is the process of eliciting and measuring the human response to a product as it relates to the five senses. In this session attendees will receive a basic understanding of how to use consumers to scientifically develop products; understand the use of quantitative research to determine key drivers; and learn whether or not there is consumer segmentation in the product category.

### CUSTOMER DEFECTION RESEARCH: DETERMINING WHY CUSTOMERS LEAVE AND WHAT TO DO ABOUT IT

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*Jacob Mays, Senior Manager*

**Office Depot**

PRC Hours: 1 in Business

Learn how to address critical business problems by not only providing customer insights, but also by developing solutions to these problems and measuring the efficacy of these solutions. Mays will illustrate this through a defection study and will detail the evolution of a defection study from problem formulation to solution testing.

### AN INVESTIGATION INTO U.S. CONSUMERS' PERCEPTIONS AND INTENTIONS TOWARDS TRAVEL TO MEXICO

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*Gregory Dunn, EVP/Consumer*

*Insights & Brand Strategy*

**Ypartnership**

PRC Hours: 1 in Research



This presentation will highlight the use of multiple research methods to generate primary consumer insight into the perceptions, preferences and intentions toward Mexico as a travel destination. In particular, the speaker will review the key issues facing the Tourism Board of Mexico, identify the research questions and objectives, the research methodologies used to accomplish the objectives set forth and summarize the key findings and strategic recommendations.

### CALL CENTER BEST AND WORST PRACTICES FROM THE CLIENT'S PERSPECTIVE

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*Kelly Sedemund, Director of Operations*

**Mitchell International**

PRC Hours: 1 in Business



This session will address, from a client company perspective, both dead giveaways and subtle indicators that a call center isn't up to snuff. These are the things that call centers should avoid doing at all costs. Alternatively, the speaker will also discuss the indicators that a call center is among the best – again, from the client's perspective.

### PHYSICIAN PAYMENTS AND REPORTING REQUIREMENTS IN HEALTHCARE MARKETING RESEARCH: A PRIMER ON U.S. STATE AND FEDERAL LEGISLATION

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*Dan Fitzgerald, Chief Financial Officer*

**GfK Healthcare**

PRC Hours: 1 in Legal



Gain insights on physician payments and reporting requirements on a federal and state level. Attendees will be given concise updates on federal legislation including The Physician Payment Sunshine Act and state legislation for both minor state-level initiatives as well as major initiatives with deeper impacts on the conduct of healthcare marketing research, including those in Minnesota, Maine, Vermont, California, West Virginia, Washington, D.C., Massachusetts and Nevada.

### TAPPING INTO YOUR ENTHUSIASTS TO CONDUCT RESEARCH

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*Tim Cupp, Product Manager, Sports Cars*

**Porsche Cars North America**

PRC Hours: 1 in Research

Learn how to leverage an enthusiast/user gathering to conduct research, as well as understand the value of talking with the most avid users/brand advocates. Presenter, Tim Cupp, will use an example from a project conducted by Porsche, in which 11 IDIs were held during an enthusiast event at Porsche headquarters. The presentation will also include a short documentary video made for that event.



## **BUZZ SESSIONS**

The Buzz Sessions are designed to increase communication, cooperation and involvement through small discussion groups. The groups will talk about assigned topics and then share their ideas with others. This is a good way to learn new ideas and concepts related to the research industry. Topics include legal, social media online standards, and qualitative technology.

## **INSIGHTS ON INSIGHTS**

*Julian Cohen, VP of Marketplace Insights  
Beam Global Spirits & Wine, Inc.*

PRC Hours: 1 in Business



Using real world examples and stories, and qualitative and quantitative data (from focus groups to segmentation data), this presentation will give the audience a better understanding of the world of consumer insights - its pitfalls and its glories, its frustrations and its successes.

## **KNOW THE COMPETITION THEN OUTMANEUVER THEM**

*Philip Britton, Senior Manager, Competitive Strategies  
Best Buy*

PRC Hours: 1 in Business

To identify gaps in your offerings, understand your competitors' intentions and outmaneuver them, implement a good Competitive Intelligence (CI) function. After all, the next best thing to understanding your business is to understand your competitor's business.

## **PROPRIETARY PANEL POWER**

*Chris Moodhe, Customer Experience Analyst  
Guitar Center*

PRC Hours: 1 in Research



Transform your organization's decision making process with a proprietary consumer panel. Using examples from Guitar Center's efforts, participants will gain the knowledge to build, maximize and maintain their own proprietary consumer panel.

## **LINKEDIN IS DEAD, LONG LIVE LINKEDIN!**

*Sean Campbell & Scott Swigart, Co-Owners  
Cascade Insights*

PRC Hours: 1 in Research



Learn how to use LinkedIn to recruit real decision-makers for qualitative B2B research. Explore the ways LinkedIn can screen candidates and find interviewees who match even narrow criteria. The speakers will demonstrate exactly how they reach out to candidates through LinkedIn, typically with no incentives, in ways that get the highest response rate.



## **ILLUMINATING EMOTIONAL DRIVERS OF CONSUMER BEHAVIOR**

*Edward Chao, Principal  
Emotion Mining Company*

PRC Hours: 1 in Research



Emotion Mining is a new technique for illuminating consumers' emotions: conscious and subconscious. It is an online methodology that uses psychological techniques of projection and free association. It uses quantitative samples to deliver extremely clear and holistic understanding of emotional states. This presentation will share a few cases to demonstrate the power of understanding behavior through the lens of emotions.

# BUILD STRATEGIC RELATIONSHIPS

## NETWORKING



### **SPEED NETWORKING**

You're guaranteed to meet at least six new contacts during this popular, one-hour event. You'll make new business connections fast - one every 6 minutes. Pre-registration required.



### **AWARDS LUNCH**

Celebrate MRA members who have made an outstanding impact on the Association and the opinion and research profession.



### **THE NEWBIE SOCIAL**

Make new friends and connect with your local chapter leaders while enjoying refreshments. If you're a new member or a first-time conference attendee, you're invited!



### **LUNCH WITH A TWIST**

Gain nine new professional contacts when you enjoy lunch as part of a facilitated roundtable. Pre-registration required. All are welcome for lunch.



### **THE CELEBRATION**

Adding to the excitement of the conference is live entertainment with Islay Rodriguez and Urban Gypsy. The evening will come alive with the upbeat elegance of this dynamic trio featuring intoxicating Latin-jazz/flamenco beats. Enjoy music, cocktails and hors d'oeuvres while reconnecting with old colleagues and making new professional connections.



### **BUDDY PROGRAM**

The Buddy Program is designed especially for new MRA members, as well as first time MRA Conference attendees. You will be paired up with a veteran member who will help you make new business acquaintances and get the most from your conference experience. Contact [lisa.lockwood@mra-net.org](mailto:lisa.lockwood@mra-net.org) for details.



### **EXPO**

Be the first to see and hear about cutting-edge product, service and technology solutions from the U.S. and around the world that can help your business to grow. For exhibiting opportunities, contact [tara.cantore@mra-net.org](mailto:tara.cantore@mra-net.org).



# THE MAGIC OF DISNEY

ORLANDO

The MRA First Outlook Conference will be held at the spectacular **Walt Disney World Swan & Dolphin** Resort.

This deluxe waterfront resort allows guests to choose from 17 different restaurants and lounges, five swimming pools, the Balinese-themed Mandara Spa, whirlpools and saunas. There is a wide array of recreation facilities on site, including 2 health clubs, 4 tennis courts, jogging trails, a white sand beach and paddle boat rentals.

The Walt Disney World Swan Resort is located in the heart of Walt Disney World. Complimentary and continuous transportation is available from the resort to Walt Disney World Theme Parks and Attractions, including water taxis to Epcot and Disney's Hollywood Studios.

Secure MRA's special rate at the Walt Disney World Swan of \$225 per night. A limited amount of rooms are available at this rate. You can reserve your room online <http://www.mra-net.org/foc/hotel.cfm> or contact the Swan by September 30 at 1-800-524-4939.



## FREE DISNEY TICKET

All First Outlook Conference attendees receive one free ticket to be used at Disney's **Magic Kingdom®** or **Epcot®** after 4 p.m. on Thursday November 4. Additional tickets can be purchased for the special rate of \$48 each.

# SECURE YOUR SPOT

## REGISTRATION

### FULL CONFERENCE PRICING

	First 75 Registrants	76-300 Registrants	Registrants 301+	Onsite**
Member	\$699	\$849	\$949	\$1099
Non-Member*	\$1049	\$1199	\$1299	\$1449

For membership levels D, E, F apply 5% discount and levels G & H apply 10% discount.

\*The non-member rate includes a complimentary one-year MRA Level A membership.

\*\*Rates effective as of 10/23/2010

### PRE-REGISTRATION REQUIRED

<b>SPEED NETWORKING</b>	Tues., Nov. 2, 4 p.m.	free registration
<b>THE CELEBRATION*</b> Purchase tickets for guests.	Tues., Nov. 2, 6:30 p.m.	1 free per registrant \$150 per guest
<b>LUNCH WITH A TWIST</b> Lunch available to all registrants with facilitated networking tables available.	Wed., Nov. 3, Noon	free registration
<b>DISNEY TICKETS**</b> Epcot or Magic Kingdom	Thurs., Nov. 4 After 4 p.m.	1 free per registrant \$48 per guest

\*Additional reception tickets can only be purchased by conference registrants.

\*\*Disney tickets will only be available for pick up at MRA registration on Thursday, November 4 during posted registration hours.



**FIRST OUTLOOK IS AN INFORMATION**  
rich program with tremendous value  
and state-of-the-art in its approach.  
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learning experience!

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Authentic Response

REGISTER TODAY ONLINE AT [WWW.MRA-NET.ORG/FOC](http://WWW.MRA-NET.ORG/FOC) OR BY CALLING 860-682-1000

MONDAY

# PROGRAM OVERVIEW



4:00 P.M. - 7:00 P.M.

Registration

TUESDAY

7:00 A.M. - 7:00 P.M.

Registration

7:00 A.M. - 8:00 A.M.

Breakfast

8:00 A.M. - Noon

**BUSINESS OWNERS FORUM****EFFECTIVE DATA VISUALIZATION COURSE**

Naomi B. Robbins, NBR

**SOCIAL MEDIA COURSE**

Eric Schwartzman, Schwartzman &amp; Associates, Inc.

Noon - 1:00 P.M.

Lunch in Expo

1:00 P.M. - 2:00 P.M.

**KEYNOTE: ROBERT M. GROVES, U.S. CENSUS BUREAU**

2:00 P.M. - 2:30 P.M.

Expo Break

2:30 P.M. - 3:45 P.M.

**BUSINESS OWNERS FORUM****EFFECTIVE DATA VISUALIZATION COURSE**

Naomi B. Robbins, NBR

**SOCIAL MEDIA COURSE**Eric Schwartzman,  
Schwartzman & Associates, Inc.

4:00 P.M. - 5:00 P.M.

Speed Networking

5:30 P.M. - 6:30 P.M.

Newbie Social

6:30 P.M. - 8:30 P.M.

The Celebration

WEDNESDAY

8:00 A.M. - 6:00 P.M.

Registration

8:00 A.M. - 9:00 A.M.

Breakfast in Expo

9:00 A.M. - 10:00 A.M.

**KEYNOTE PANEL: SEPARATING THE WHEAT FROM THE CHAFF: THE NITTY GRITTY OF SOCIAL MEDIA MONITORING:** Valery Miftakhov, McKinsey & Company; Barry deVille, SAS Institute; Christopher Ahlberg, Ph.D., Recorded Future; Rob Key, Converseon; and Eric Schwartzman, Schwartzman & Associates, Inc.

10:00 A.M. - 10:45 A.M.

Expo Break

10:45 A.M. - 11:45 A.M.

**KEYNOTE: FACT OR FICTION ABOUT TODAY'S MEDIA LANDSCAPE: WHAT DO YOU KNOW ABOUT TODAY'S MEDIA CONSUMER?** Jack Wakshlag, Ph.D., Turner Broadcasting

Noon - 1:00 P.M.

Lunch with a Twist

1:15 P.M. - 2:15 P.M.

**KNOW THE COMPETITION THEN OUTMANEUVER THEM**

Philip Britton, Best Buy

**PHYSICIAN PAYMENTS AND REPORTING REQUIREMENTS IN HEALTHCARE MARKETING RESEARCH: A PRIMER ON U.S. STATE AND FEDERAL LEGISLATION**

Dan Fitzgerald, GfK Healthcare

**INSIGHTS ON INSIGHTS**

Julian Cohen, Beam Global Spirits &amp; Wine Inc.

**SO WHAT? THE IMPLICATION OF CONSUMER PERCEPTION ON PRODUCT OPTIMIZATION**

Mona Baker Wolf, The Wolf Group

2:30 P.M. - 3:30 P.M.

**AN INVESTIGATION INTO U.S. CONSUMERS' PERCEPTIONS AND INTENTIONS TOWARDS TRAVEL TO MEXICO**

Gregory Dunn, Ypartnership

**CALL CENTER BEST AND WORST PRACTICES FROM THE CLIENT'S PERSPECTIVE**

Kelly Sedemund, Mitchell International's AutocheX Division

**TAPPING INTO YOUR ENTHUSIASTS TO CONDUCT RESEARCH**

Tim Cupp, Porsche Cars North America

**CUSTOMER DEFECTION RESEARCH: DETERMINING WHY CUSTOMERS LEAVE AND WHAT TO DO ABOUT IT**

Jacob Mays, Office Depot

3:30 P.M. - 4:15 P.M.

Expo Break

4:15 P.M. - 5:15 P.M.

**CONCURRENT SESSION****ILLUMINATING EMOTIONAL DRIVERS OF CONSUMER BEHAVIOR**

Edward Chao, Emotional Mining Co.

**LINKEDIN IS DEAD, LONG LIVE LINKEDIN!**Sean Campbell, Cascade Insights  
Scott Swigart, Cascade Insights**PROPRIETARY PANEL POWER**

Chris Moodhe, Guitar Center, Inc.

THURSDAY

8:00 A.M. - 1:00 P.M.

Registration

8:00 A.M. - 9:00 A.M.

Breakfast in Expo

9:00 A.M. - 10:00 A.M.

**BUZZ SESSIONS****BUZZ SESSIONS****BUZZ SESSIONS**

10:00 A.M. - 11:00 A.M.

Expo Break

11:00 A.M. - Noon

**KEYNOTE: ISO: IS IT THE RIGHT FIT FOR ME AND MY COMPANY?**

12:15 P.M. - 1:15 P.M.

Awards Lunch

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**Marketing Research Association**  
110 National Drive  
Glastonbury, CT 06033

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**“ SECURE COMPETITIVE ADVANTAGE**

through strong educational programs and your peers at MRA's First Outlook Conference. Learn what's new in research and where the trends are leading us. It's well worth the time!

**MICHAEL MERMELSTEIN, PRC**  
President, G2 & Associates

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OR CALL 860-682-1000