

**MARKETING RESEARCH ASSOCIATION**

(PH) 860-682-1000

(F) 860-682-1010

www.mra-net.org

email@mra-net.org

Join us for important education via our Web Seminars! -
Earn Contact Hours towards your Professional Researcher Certification.

*Directing the Future of Research***Archived Web Seminars: Categorized By PRC Topic****EOD**

= This web seminar is available for live streaming at MRA's Education On-Demand:

www.mra-net.org/edevents/eod.cfm

Business Development/Sales					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
May 23, 2006	CD/ PPT	Between the Lines: Selling Has Nothing To Do With Selling	Rick Farrell, Selling Dynamics, L.L.C.	1 Bus. Devel/Sales	EOD
June 20, 2006	CD/ PPT	Guerrilla Publicity	Jill Lublin, Best Selling Author	1 Bus. Devel/Sales or Marketing	<input type="checkbox"/>
March 7, 2006	CD/ PPT	Building a Sales Team	Janet Savoie, M/A/R/C Research	1 Bus. Devel/Sales	EOD
Business Operations					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
February 6, 2007	Audio sync	Employer/Employee Non-Competes/Contracts	Steve Larson, Information Alliance	1 HR/Business Operation	EOD
May 18, 2007	Audio sync	Labor Law & HR Overview	Barbara Collins, Interviewing Service of America	1 HR/Business Operation	<input type="checkbox"/>
Client/Supplier Interaction					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
August 22, 2006	CD/ PPT	Bring Back Client Delight	Susan Collin, RTI-DFD	1 Client/Vendor	EOD
October 9, 2007	CD/ PPT	Considerations When Surveying Hispanics	Melanie Courtright	1 Client/Supplier Interaction	EOD
Coding & Tabbing					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
	CD/ PPT	Coding & Tabbing	Ann Marie Cascia, RTI Research	1 Coding & Tabbing	EOD
Costing					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
October 24, 2006	CD/ PPT	Costing in a Nutshell	Marisa Pope, Jackson Associates	1 Costing	<input type="checkbox"/>
March 21, 2006	Audio sync	International Bidding	Bette Anne Champion, GFK Strategic Marketing	1 Costing	EOD
Cross Cultural Research					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
	CD/ PPT	Conducting Meaningful Research in Latin America	Bernardo & Cristian Mendez	1 Cross Cultural Research or Problem ID/Resolution	EOD

Data Collection Methods					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
October 10, 2006	CD/ PPT	Respondents as a Renewable Resource	Craig Stevens, e-Rewards, Inc.	1 Data Collection Methods	<input type="checkbox"/>
November 14, 2006	CD/ PPT	Wireless Data Collection	Leslie Townsend, Kinesis Survey	1 Data Collection Methods	<input type="checkbox"/>
March 6, 2007	Audio sync	Getting to Yes: What Language Drives Respondents to Say...	Dr. Howard Moskowitz, Moskowitz Jacobs, Inc.	1 Data Collection Methods	EOD
March 27, 2007	Audio sync	Let's Design Together: Bringing the Customer into the Design Process	Scott Smith, The Analytical Group, Inc.	1 Data Collection Methods	<input type="checkbox"/>
July 17, 2007	CD/ PPT	International Online Interviewing	John Caldwell	1 Technology Trends or Data Collection Methods	EOD
Incidence					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
April 27, 2007	Audio sync	Incidence	Lance Hoffman, Opinion Access Corp.	1 Incidence	<input type="checkbox"/>
November 28, 2006	CD/ PPT	Medical Past Participation	BJ Kirschner and Debby Schlesinger Hellman, Schlesinger Associates	1 Proj. Mgmt. or Incidence	EOD
Interviewing Skills					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
July 25, 2006	CD/ PPT	Telephone Supervisor Training: Assertiveness and Refusal Rebuttal	Kathy Pilhuj, Scarborough Research; Robert Lowery, Kantar Operations	1 Interviewing Skills or Supervisor Skills	EOD
September 19, 2006	CD/ PPT	Telephone Interviewing Skills: Communication Styles	Kathy Pilhuj, Scarborough Research; Robert Lowery, Kantar Operations	1 Interviewing Skills or Supervisor Skills	EOD
Marketing					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
June 20, 2006	CD/ PPT	Guerrilla Publicity	Jill Lublin, Best Selling Author	1 Marketing or Bus. Devel	<input type="checkbox"/>
January 16, 2007	Audio sync	Word Of Mouth Marketing	Tom Eiland, Conkling Fiskum & McCormick, Inc.	1 Marketing	EOD
Negotiation					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
December 5, 2006	CD/ PPT	Negotiation	Howard Gershowitz, Mktg., Inc.	1 Negotiation	<input type="checkbox"/>
Privacy					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
July 11, 2006	CD/ PPT	Sugging, Frugging and Political Telemarketing: How To Combat It	Chris Lee, CMOR	1 Privacy	<input type="checkbox"/>
March 13, 2007	Audio sync	Cross Panel Duplication	Mary Beth Weber, Sigma Validation	1 Privacy or Technology Trends	<input type="checkbox"/>
March 30, 2007	CD/ PPT	Catch Me If You Can	Kurt Knapton	1 Technology Trends or Privacy	EOD
June 19, 2007	Audio Sync	A HIPPA Refresher Course	Howard Fienberg, CMOR	1 Privacy	<input type="checkbox"/>
July 10, 2007	Audio Sync	Sending Faxes	Latoya Rembert-Lang, CMOR	1 Privacy	EOD
Septeber 11, 2007	CD/ PPT	Financial Privacy and the Gramm-Leach-Bliley Act	Howard Fienberg, CMOR	1 Privacy	EOD
Project Management					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
November 28, 2006	CD/ PPT	Medical Past Participation	BJ Kirschner and Debby Schlesinger Hellman, Schlesinger Associates	1 Project Mgmt. or incidence	EOD

Problem ID/Resolution					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
	CD/ PPT	Conducting Meaningful Research in Latin America	Bernardo & Cristian Mendez	1 Cross Cultural Research or Problem ID/Resolution	EOD
Qualitative Research Techniques					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
February 7, 2006	CD/ PPT	Alternative Recruiting Methods (Focusing on Lists): Latest Laws and Ethics	Amy Shields, Nichols Research; LaToya Rembert, Esq., CMOR	1 Qual Research Tech	EOD
April 11, 2006	CD/ PPT	Blogs and Marketing Research	Ted Kendall, Able Associates Research Group	1 Qual Research Tech or Technology Trends	EOD
Research Process					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
March 20, 2007	CD/ PPT	Protecting Respondent Quality	Keith Price	1 Research Process	EOD
Sampling					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
August 8, 2006	CD/ PPT	The Basics of Sampling	Gregg Kennedy, Marketing Systems Group (GENESYS Sampling)	1 Sampling	EOD
December 12, 2006	Audio sync	Ethnic Sampling	Meg Ryan, MSG	1 Sampling	EOD
March 19, 2007	CD/ PPT	Sample Representative-ness		1 Technology Trends or Sampling	EOD
Supervisory Skills (HR)					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
July 25, 2006	CD/ PPT	Telephone Supervisor Training: Assertiveness and Refusal Rebuttal	Kathy Pilhuj, Scarborough Research; Robert Lowery, Kantar Operations	1 Supervisor Skills or Interviewing Skills	EOD
September 19, 2006	CD/ PPT	Telephone Interviewing Skills: Communication Styles	Kathy Pilhuj, Scarborough Research; Robert Lowery, Kantar Operations	1 Supervisor Skills or Interviewing Skills	EOD
February 6, 2007	Audio sync	Employer/Employee Non-Competes/Contracts	Steve Larson, Information Alliance	1 HR/Business Mgmt	EOD
September 28, 2007	Audio sync	Managing Performance	Lisa Ower	1 HR	EOD
Technology Trends					
Date/Year	Media	Title	Presenter(s)	PRC Credit (Contact Hours)	Order
April 11, 2006	CD/ PPT	Blogs and Marketing Research	Ted Kendall, Able Associates Research Group	1 Technology Trends or Qual Research Tech	EOD
February 21, 2006	CD/ PPT	Managing a Database	Scott Bryles, Bryles Research	1 Technology Trends or Qual Research Tech	EOD
Septemeber 26, 2006	CD/ PPT	Building and Maintaining Custom Panels	Jeff Schaeffler, Vision Critical	1 Technology Trends or Data Collection Tech	EOD
March 13, 2007	Audio sync	Cross Panel Duplication	Mary Beth Weber, Sigma Validation	1 Technology Trends or Privacy	<input type="checkbox"/>
January 9, 2007	Audio sync	IMRO Professional Standards for Database Best Practices	Donna Wydra, Socratic Technologies	1 Technology Trends	EOD
February 13, 2007	Audio sync	Mobile Interviewing	Steve Lavine, Common Knowledge/Your2Cents	1 Technology Trends	<input type="checkbox"/>
March 19, 2007	CD/ PPT	Sample Representative-ness		1 Technology Trends or Sampling	EOD
March 30, 2007	CD/ PPT	Catch Me If You Can	Kurt Knapton	1 Technology Trends or Privacy	EOD
June 26, 2007	CD/ PPT	Research Among the Millennials	Danial Coates	1 Technology Trends	EOD
July 17, 2007	CD/ PPT	International Online Interviewing	John Caldwell	1 Technology Trends or Data Collection Methods	EOD

EOD

= This web seminar is available for live streaming at MRA's Education On-Demand:
www.mra-net.org/eevents/eod.cfm

2007 Web Seminar Pricing - Providing Essential Education at Lower Costs...

Cost Each:

- \$55 Member
(Company membership may be used)
- \$80 Nonmember

Member ID _____

Invoice # _____

Total Number (Web Seminars): _____

Total Cost: _____

Attention frequent Web Seminar Registrants:

The more Web Seminars you register for at one time, the less each costs:**

Quantity	w/ Discount	Full Cost if registered individually	
1	\$55 \$80	\$55 \$80	
2	\$110 \$160	\$110 \$160	
3	\$150 \$225	\$165 \$240	■ Members
4	\$180 \$280	\$220 \$320	■ Nonmembers
5	\$200 \$325	\$275 \$400	
5+	*Cost for each additional after 5 will be priced at \$40 each.		

Method of Payment

- ☐ Check – please make payable to **MRA** in US\$
- ☐ Visa
- ☐ Master Card
- ☐ American Express

Credit Card # _____

Signature _____

Exp. Date _____

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email:* _____

*You will receive an email confirmation with the URL access link along with the dial in number to join the conference call.

**Discount applies when you register for multiple web seminars at the same time.

PAID STAMP

Amount Paid: _____

Date Paid: _____ Initials: _____

Paid by CHECK AMEX VISA MC

Check/Approval #: _____

☐ Check this box to use your **Free Web Seminar Additional Benefit**. Also check the box of the desired Web Seminar, fill out the below info and fax to 860-682-1010.

Member ID: _____

Total Number (Web Seminars): _____

Total Cost: \$0 _____