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# Seminar-by-Phone Series

*We're the Marketing Research Association. Your link to a world of powerful resources.*

MRA introduces a Seminar-By-Phone Series – a convenient way to learn by phone. Members and their staff can take advantage of this easy listening format to learn new tips and trends in the research profession. Time is set aside during each seminar to engage the speaker with your questions. Invite your staff to expand their knowledge on key areas of the research process. Brush up on essential skills and learn by listening. Join us for an MRA Seminar-By-Phone. No need to leave your office! All calls are 12:00 Noon to 1:00 PM ET. Call-in information will be e-mailed the day before the seminar.

- ✓ Convenient
- ✓ Timely Information
- ✓ Dynamic Speakers
- ✓ Special Member *Only* Price

**Each seminar is \$45 for MRA members, \$75 for non-members**

## Registration

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Company \_\_\_\_\_

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### Method of Payment

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☐ **December 17**

Judy Langer, *Roper ASW*  
Jan Lohs, *Lohs Research Group*  
Carey Rellis, *Primary Insights*

### Rating a Gold Star: What Facilities Need to Know

Veteran moderators Judy Langer, Carey Rellis, and Jan Lohs offer ideas from their qualitative research consultant colleagues on what facilities do to delight moderators. Topics include:

- The often overlooked "basics"
- What moderators find most valuable the day of the groups
- The importance of a great Qualitative Assistant and what characteristics define him/her
- What it takes to get "gold stars"

**Total:** \_\_\_\_\_

**Fax or mail registration form to MRA Headquarters: (860) 257-3990**