

MARKETING RESEARCH ASSOCIATION
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Sampling Workshop—an MRA “On-the-Road” Seminar

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

In partnership with Survey Sampling, Inc. and Shugoll Research

This comprehensive full-day workshop will thoroughly cover sampling for telephone survey research during the morning and web-based survey research during the afternoon. This training program is designed for research professionals including those who purchase, use or conduct survey research. It is ideal for those who want to build their research skills and further their understanding of advanced sampling techniques and methodologies.

The program notes will serve as reference materials for your organization. Practical exercises, explanations and examples will be offered, which are designed to prove useful in everyday practice. In addition to covering sampling methodologies, emphasis will be on practical business issues and cost effective real world sampling solutions.

REGISTRATION

- ☐ April 4, 2003 - 9:00-4:30 PM, Shugoll Research · Bethesda, MD
- ☐ July 18, 2003 - 9:00-4:30 PM, Jackson Associates, Inc · Atlanta, GA
- ☐ September 12, 2003 - 9:00-4:30 PM, Communications for Research, Inc · Steeleville, MO

Name

Company

Address

Phone

Email

Special Needs

- ☐ \$125 MRA members (for each workshop)
- ☐ \$160 nonmembers (for each workshop)

Includes Continental Breakfast and Program materials. Lunch is on your own.

Total: _____

Method of Payment

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

Note: Pre-registration is required. Confirmation and directions will be sent upon receipt of payment

Card Holder Name

Credit Card #

Exp. date

Signature

Fax registration to MRA Headquarters (860) 257-3990