



Marketing Research Association | Northern California / Pacific Northwest Chapter

Luncheon and Educational Seminar ~ Wednesday, April 18, 2007

The Doubletree Lloyd Center ~ Portland Oregon

Noon: Registration and Check-in

12:30-1:30 pm: Welcome and Luncheon

1:30–4:30 pm: Educational Programs - These 45-minute sessions run back-to-back (with breaks in-between) so you won't miss anything!

Customer Satisfaction: Measuring to the Heart of the Matter

Presenter: Martha Brooke, Interaction Metrics

Be honest: You suspect that high customer satisfaction scores don't really tell you what you need to know. In fact, it's far too easy to mis-measure and deduce that customers are delighted—when in fact, they are barely satisfied, or worse. In this session, Martha Brooke will identify seven ways that customer satisfaction measurement can be flawed, and show you how to use precision, voice-of-the customer research to measure satisfaction correctly.

Mixed Methods- Contextual Inquiry and Traditional Market Research

Presenter: Erin Leedy, Docus

Learn about the benefits of combining ethnographic and traditional market research methods. Erin will present a case study in which this blended approach was used to study the process of marital engagement – including diamond ring shopping and purchase – in order to help a major retailer find ways to support ring shoppers.

Beyond Google: The Invisible Web

Presenter: Diane Couture, Zanthus (MLS candidate, Emporia State University)

Can't find the information you need using regular Internet searches? Learn to find accurate, up-to-date information using online subscription databases, both for free and for a fee.

4:30-5:30 pm: Networking at Eduardo's Mexican Grill ~ Meet and mingle with fellow researchers at this no-host event at the Doubletree.

Cost for the entire event, including lunch and all three sessions:

\$40 ~ MRA, AMA and PSRF Members and \$50 ~ Non-Members

You must pre-register to attend. Don't delay – Seating is limited!



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REGISTRATION

Name _____

Company _____

Address _____

City _____ State/Province _____ Zip _____

United States Canada

Phone _____ Fax _____

Email _____

Amount paid (circle one) US FUNDS, PLEASE

\$40 ~ MRA, AMA, PSRF Members

\$50 ~ Non-Members

Mail your completed registration with check made payable to NCPNW MRA to:

Magda Cooling, PRC
Opinions... of Sacramento
2025 Hurley Way, Ste 110
Sacramento, CA 95825
U.S.A.

Questions: email magda@opinionsofsac.com or call 916.568.1226

Payments must be received by: April 13th @ 5pm PST



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