



Innovation in Market Research

Third Annual MSMR Alumni Association Market Research Conference at
The University of Texas Arlington | Arlington TX
Friday March 9, 2012

The MSMR Alumni Association's Annual Conference is poised to provide continued education, bringing the market research community together to develop relationships, share ideas, motivate our community, and heighten the impact of market researchers everywhere.

AGENDA	
7:30-8:00	Networking Coffee & Breakfast
8:00 – 8:15	<u>OPENING THE CONFERENCE</u> Alan Traverse and Colleen Doyle – Welcome
8:15 – 9:00	<u>KEYNOTE</u> Gordon Wyner – Millward Brown: Marketing Research Evolution – Survival of the Fittest
9:00 – 9:30	Eric Swayne – M/A/R/C Research, Jamie Baker-Prewitt – Burke, and Jim Stone – Martiz: Social Media Research – The Good, The Bad, and The Relevant – A Panel Discussion
9:30 – 10:00	Gwen Ishmael - Decision Analyst and Dr. Michael Richarme - The University of Texas Arlington: Innovative Research in the World of Innovation
10:00 – 10:30	BREAK AND COFFEE – Sponsor TBD
10:30 – 11:00	Kristin Schwitzer – Beacon Research: Using Mobile Qualitatively to Transform Insight Generation
11:00 – 11:30	Suzi Tsai – Brinker International: International Research: Is there a Cost-Effective Solution in Your Own Back Yard?
11:30 – 12:00	Dr. Douglas Grisaffe - The University of Texas Arlington: Are Your Results True? Reducing Bias in Marketing Research Data
12:00 – 12:30	Amy Bartle – La Quinta Inns and Suites, Dr. Roy Ralston – Polaris Research: Beyond Traditional Mix Modeling
12:30 – 1:30	LUNCH AND NETWORKING ACTIVITY
1:45 – 2:15	Will Leach – Frito Lay: The Next Evolution of Shopper Insights...Behavior Design
2:15 – 2:45	Chris Hauck - Lynx Research: A New Look At An Old Standard - Why CSM Hasn't Worked for a Long Time and How To Fix It
2:45 – 3:30	<u>CLOSING SPEAKER</u> Tom Brailsford – Hallmark: The Future of Marketing Research – The Six Dimensions of Change
3:30 – 3:45	<u>CLOSING THE CONFERENCE</u> Colleen Doyle – Closing Comments and Thank You

This conference will help improve the impact market research can play in your firm. You should attend this conference if you are currently in the market research field, client or supplier, have an interest in the market research field or have an interest in how market research is applied in the field of marketing. Don't miss this opportunity to interact with top professionals and rising stars of the market research field. We also welcome those interested in pursuing an advanced degree in market research, and will provide ample opportunity to interact with professors, alumni, current students, and other potential UTA MSMR students.

**Please register for the conference at
www.msralumni.org**

*To make a hotel reservation, contact the Hilton Arlington
at*

(817) 640-3322 ext. 6606

Don't forget to ask for the UTA Conference rate.

*For questions or to inquire about sponsorship
opportunities please contact Chris Hauck at:*

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