



Making Heroes in Market Research

UTA MSMR Alumni First Annual Market Research Conference

The Sheraton, Arlington TX ~ Friday March 26, 2010

The UTA MSMR Alumni 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
8:00-9:00	<u>KEYNOTE</u> <ul style="list-style-type: none">• Bill Tanner – Superhero: The 21st Century Client Side Researcher
9:15-10:00	<u>CONCURRENT SESSIONS</u> <ul style="list-style-type: none">• Robert Atencio – Being A Hero On the Client Side: Rebuilding a major insights function at Walmart• Ben Smithee – Why can't we all just be friends?
10:15-11:00	<u>CONCURRENT SESSIONS</u> <ul style="list-style-type: none">• Stephen Springfield and Padmini Sharma – Of Artists and Scientists: A Case Study In Bridge-Building Between Academics and Practitioners• Dr. Michael Richarme – Understanding the Irrational Consumer
11:15-12:00	<u>CONCURRENT SESSIONS</u> <ul style="list-style-type: none">• Dr. Doug Grisaffe – A Refresher/Overview of Core Multivariate Tools in Market Research• Jack Marquardt and Dr. A.K. Pradeep – The Promise of 360: Leveraging Consumer Insights to Drive Brand Growth Via Integrated Marketing
12:15-1:30	<u>LUNCH & CLOSING KEYNOTE</u> <ul style="list-style-type: none">• TBD – What does it mean to the CMO to have heroes in the insights function?

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 RSVP for the conference by email at hauck@lynxresearch.net.

To make a hotel reservation, contact the Sheraton at (817) 261-8200.

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

Follow the conference on LinkedIn and Twitter (#MSMRConference).