



YOUR CHOICE: Luncheon Event or WEBINAR: February 18, 2010

“Social Media’s Impact on Marketing Research”

Presented by Tom Malkin, President of GeeYee

Not that long ago, most of our clients dismissed the entire social media as “something young people play with.” Of course, some of them still do! They have the wrong-headed idea that social media is only:

- A gossip source—What’s Lindsay Lohan up to today?
- A way to keep up on Elvis sightings
- A place to post photographs of cute kittens

But this is far from the truth. Tom Malkin of GeeYee will present two case studies demonstrating how social media can provide unique directional insights and visualization of data that can be used in product development, product positioning, and emerging trends.

Yes, this is a new language, but by the end of this learning session, you’ll be able to talk fluently about how market researchers can integrate this emerging technology when strategizing with their clients.

Please join us on February 18. We’ll meet from 11:00am to 11:30 am for registration and networking, then have lunch at 11:30 am, and the presentation from noon to 1:00pm.

Ramada Mall of America (formerly Thunderbird)
2300 East American Blvd (I-494 & 24th Ave)
Bloomington, MN 55425 US

The price is \$40 for MRA members, \$50 for non-MRA members or guests, and \$15 for students enrolled in a higher education program and not currently working for a research company.

Please mail a check with your name, email address, and a note/email referencing the February 18 event and whether you will be attending in person or via webinar to:

Carol Duling, Registrar
Questar
2905 W Service Road
Eagan, MN 55121
651.683.8687

Cancellations received less than 48 hours prior to the event are non-refundable. No shows will be billed. Credit card payments are accepted via PayPal.

Other Upcoming Events

March 18th: Lunch at Buca in Eden Prairie with speakers from **Strategic Name Development**, informing us how research plays an integral role in name testing and development.

“VIEWS FROM THE TOP”: Get advice from leaders in the industry while learning about the challenges they face and their outlook for the future. *The first Tuesday of the month at Ridgedale Library, 7:30 – 8:45 am*

March 2nd Matt Kinney, VP Research Operations, **Maritz**
April 6th Jim Donoho, Practice Leader, **Kenexa**
October 5th Dave Koch, VP of Sales, **Adapt** [NOTE OCT/NOV CHANGE]
November 2nd Mary Jo Malecha, VP, **Harris Interactive**
December 7th Suzanna Curry, Director of QSAT, **OptumHealth**

MULTIPLE-SESSION REGISTRATION FOR “VIEWS FROM THE TOP” IS DISCOUNTED AND TRANSFERRABLE!

Visit www.mnmra.org for details/registration info or contact CDuling@questarweb.com