



Luncheon Event: November 19, 2009
The Essentials of Ethnography

Presented by Joanne Kaplan

GfK Custom Research

Although ethnography isn't new, there are still people who are not entirely sure what it is. Ethnographic studies combine in-depth interviews and onsite observation to paint a detailed picture of consumers in their social context. Grounded in the social sciences, ethnographers do not simply interview people sitting around a table in a focus group facility. Rather, situations, environments, activities, relations, interactions, and processes are at the core of these studies.

After reading about what ethnography is, and what it isn't, I think I've hit upon the perfect ethnography study. Of course, I would want Joanne to take me with her to Italy when she implements my idea. I think it would be fascinating to see... Wait. I don't want to give away my idea for free. But trust me, it is a winner!

What will I learn if I attend?

- What is ethnography? How do you present it to potential clients?
- When is it a good option?
- How real clients have used the technique and what they have gained.
- How ethnography can provide greater, richer detail about your target audience.

This fun and informative event will be held Thursday, November 19, from 11:00 am to 1:00 pm. Lunch is from 11:30-12:00 pm and the presentation from 12:00-1:00 pm.

Doubletree
1500 Park Place Blvd.
St. Louis Park, MN
651-287-2018

The price for the event is \$40 for MRA members, \$50 for guests, and \$15 for students enrolled in a higher education program and not currently employed in a research position.

Please let us know as soon as possible that you'll be joining us. This program will qualify for 1 hour PRC for Research. Just send an email to cduling@questarweb.com and she'll register you and your guests.