



## Happy Hour Educational Event

October 20, 2009

at the Happy Gnome in St. Paul

### *35 Years In Market Research = 35 Lessons Learned*

**1 hr PRC: Research**

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Presented by

**Doug Berdie**

*Senior Business Manager, Maritz Research*

**Six degrees of separation.** The idea that, if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is at most six steps away from any other person on Earth.

If you are a certain age or have worked in market research in the Twin Cities for a certain number of years, you didn't need Kevin Bacon to figure out what six degrees of separation means. If you don't currently work with Doug Berdie, you probably have worked with Doug at some point, or you almost certainly work with or have worked with someone who has worked with Doug, or..... you get the picture. If you want a chance to meet a legend, join us at the Happy Gnome for a fascinating presentation (and appetizer feast).

#### **What will I learn if I attend?**

- The Good, The Bad, and The Ugly of client relationships.
- Why validity and reliability are not the Holy Grail – if clients really cared about these things, they'd stick with an action plan long enough to achieve sustainable results.
- The limits of statistics – statistics may be accurate, but might not be practical.
- Why psychology always trumps statistics anyway – a stated response is not necessarily a thoughtful one.
- Why you are always safe in assuming the worst about sampling.
- The importance of business objectives, online research, panels, and the list goes on!

This fun and informative event will be held **Tuesday, October 20** from 3:30 pm to 7:00 pm. We'll have appetizers from 3:00-4:30 pm, then a presentation from 4:30-5:30 pm, followed by more networking from 5:30-7:00 pm. The venue is in a great location with more beverage options than you can imagine.

The Happy Gnome  
498 Selby Ave  
St. Paul, MN  
651-287-2018

With one beverage ticket included, 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, since this event will be VERY popular. Just send an email to [cduling@questarweb.com](mailto:cduling@questarweb.com) and she'll register you and your guests.

*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.*

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**Hold this date!** November 19, lunch at the DoubleTree at 394 and Park Place in St. Louis Park.

Our speaker will be Joanne Kaplan from GfK Custom Research North America. Our topic will be Ethnography and how it can be used to understand your targeted audience.