



-NSW Breakfast Seminar -

On-line Qualitative Research – An International Perspective

Daniel Weber, CEO of Itracks in Canada will present his international experience of online qualitative research – when did it start, how did it develop, what is the current status. Dan will discuss barriers to embracing the online qualitative mode and the shape of current and future developments.

Who Should Attend?

Research practitioners, field service providers and end-clients who are interested in improving their knowledge about the possibilities offered by on-line qualitative research.

This seminar includes breakfast, an opportunity to network with your peers and the opportunity to earn 7.5 QPMR points.

Speaker:

Daniel Weber, CEO of Itracks in Canada

Itracks currently runs over 2000 on-line focus groups a year and services many large market research organisations with on-line qualitative software

When and Where:

Date: Thursday 15th October 2009.

Time: 7.00am for 7.30am start to 9am.

Venue: Radisson Plaza Hotel, 27 O'Connell Street, Sydney

Rate (including GST)

\$88 AMSRS members; \$105 non-members