

-VIC Breakfast Seminar - The Value of Client-Owned Panels

Overview:

Client-owned panels and private communities provide a number of advantages that companies can leverage during these tough economic times. There are however many different ways to define these panels.

This seminar will provide attendees with a clearer understanding of:

- What exactly is a custom panel?
- How is it different from an access panel or a community?
- What kind of research can you do? And, what you can't do?
- How do you recruit and maintain the panel?
- Are companies sacrificing quality for cost?

Furthermore, this presentation will answer the basic questions of how best to build, manage and use a custom panel. Case studies of how companies have benefitted through both cost savings and increased sales will also be shared.

Who Should Attend:

Market and Social Research practitioners, field service providers and end-clients who are interested in improving their knowledge and understanding of this growing trend.

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

Speaker:

Kris Hartvigsen, Managing Director (Australia), Vision Critical Group

When and Where:

Tuesday 20th October 2009. 7.00am for 7.30am start to 9am.


Rendezvous Hotel Melbourne

328 Flinders Street Melbourne VIC 3000


Rate (including GST)


\$60.50 AMSRS members; \$77.00 non-members



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Speaker Biography



Kris Hartvigsen is the Managing Director of Vision Critical (Australia). Kris has over 5 years experience with client-owned panels working with clients such as MTV, Lonely Planet and Coles. Recently, the AMSRS interviewed Kris for his comments on on-line research in an article entitled *"State of the Industry."* Kris is an active participant within the industry, and will be presenting at the upcoming 2009 AMSRS Annual Conference in September.