Advanced School of Marketing Research

Stay Ahead of the Curve

November 6-10, 2017 | Atlanta, GA

Register by 10/6 and save $380!
The basics of marketing research are changing. Even the skills you learned a few years ago are already becoming dated.

Strengthen your foundational marketing research knowledge and add advanced skills in today’s most important topics like data visualization and brain science.

In five days of immersive learning, you’ll get the latest thinking in marketing research theory, application and how it all helps you answer important business questions.

- Why isn’t our current online research providing helpful results?
- Do I really understand our customers?
- What marketing messages lead to action?
- Will people like our new product?
- What do customers really think about our company?
- How do I balance prices, volume and margins?

Join us in Atlanta and learn how the latest in research can advance your work!

Register by 10/6 and save $380!
2017 ADVANCED SCHOOL OF MARKETING RESEARCH

Monday, November 6 - Friday, November 10, 2017

IS THIS FOR ME?

This course is designed for professional marketing researchers who have a solid base of statistical analysis experience and understand how marketing research works. Managers of marketing research departments will also benefit by becoming more familiar with advanced research methods and their application across an array of industries and problems.

Great speakers. Great participants. Great location.

- 2016 ASMR participant
Much emphasis has been recently placed on the future of qualitative research in the online sphere — e.g., on online communities and consumer boards. However, traditional qualitative research methods — e.g., focus groups and in-depth interviews (IDIs) — still play a fundamental role in providing powerful and meaningful insights. This session is focused on understanding the foundations and purpose of qualitative research, current trends, the trade-offs associated with qualitative research, and the breadth of online and offline tools that qualitative researchers can leverage to generate powerful and actionable insights. We will also explore the following issues in qualitative research:

1) What skills are required of qualitative researchers?

2) What are the most important components of a qualitative research discussion guide, and how would this apply to various research tools?

3) How is social media influencing qualitative research?

4) How can my company use research communities?

I liked being presented with topics geared toward a seasoned audience.

–2016 ASMR participant
1:15–2:45 pm  
**Social Media Research**  
*Kendall Nash, Vice President, Qualitative Research Services, Burke, Inc.*

This session will take a deeper dive into qualitative research, focusing specifically on social media, online communities, and virtual platforms. The emphasis will be on demonstrating how these tools are being used by qualitative research professionals to support data collection and enhance the ability to reach their target audience to support better decision making. The discussion will include an emphasis on the fundamental skills and knowledge needed to appropriately apply these next generation tools and will specifically address:

- How social media networks are being used for research purposes including secondary research  
- Social media and virtual tools that are available  
- Major players in the social media and online qualitative research landscape

2:45–3:15 pm  
Break

3:15–4:45 pm  
**Online Research Development**  
*Jeff Miller, President & CEO, Burke, Inc.*

Online research is now one of the most commonly used tools in the marketing researcher’s toolkit, but in recent years a great deal of change has occurred in this important area. We will explore some of the opportunities and risks associated with emerging tools, such as mobile-based data collection, and address some of the current challenges to the effective use of Web surveys. We will also tackle one of the biggest concerns facing the research community: declining data quality from fraudulent, professional and/or fatigued members of online panels. We not only examine the magnitude of this problem, but also discuss the most effective methods for combatting it. Other topics covered in this session include current trends in online research, the latest techniques and technologies for data collection (such as Prediction Markets), and the use of non-conscious measurement in an online environment. The session will also discuss some best practices in the design and deployment of online surveys.

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Marketing researchers have increasingly turned to conjoint and discrete choice experiments to address questions about product and price optimization and strategy. Fundamental to these techniques is the plan for running the study, called the experimental design. The first half of this session will provide a practitioner-oriented introduction to experimental designs for conjoint and discrete choice analysis. It will cover how designs are created and assessed and will include real-world examples and interactive class exercises. The second half of the session will expand on conjoint and discrete choice by presenting modeling and estimation techniques. The discussion will include traditional procedures, latent class and hierarchical Bayesian methods, maximum difference scaling (MaxDiff), and recent developments. Real-world examples will be presented, and interactive class exercises will be included. Modeling and model estimation, market simulators, and interpreting results will also be covered.

Traditional methods of market research have had their effectiveness challenged recently because many believe that such methods may not accurately capture actual consumer behavior. Behavioral Economics, along with other implicit behavior methods, has been proposed as a tool to close this gap between stated behavior and actual behavior as it provides researchers with a set of prescriptive rules that help to predict behavior under different conditions. In this session, we will discuss the underpinnings of behavioral economics, describe a series of heuristics and biases, and discuss the implications of these seemingly irrational behaviors for consumer insights.
Pricing is one area of marketing research that can always demonstrate its ROI. Methods of pricing research can help add incremental sales, prop up unit volume, or pad the bottom line. Unfortunately, there are a lot of ways to gather information to inform pricing decisions, and they vary in terms of the degree of insight and forecasting accuracy they provide. This session will provide an overview of the most popular methods including monadic tests, the Van Westendorp Price Sensitivity Meter and its variants, and discrete choice modeling. The session will use real-world examples to highlight the pros and cons of these methods, and will end with a primer on practical considerations for choosing the right method and best practices in setting up the research.

Brand equity is an important component of successful marketing performance. This session will examine currently used methods of determining and measuring brand equity and will deep dive into why certain practices are more effective than others. The specific elements of brand equity models will be examined to determine which elements are most important and why. The session will compare and contrast traditional and more cutting-edge models to demonstrate which model is best in a given scenario. Case studies demonstrating how and when to use the equity models will be shared.

The broad range of topics provided a good overview of the major areas of research.

-2016 ASMR participant
Creating insight is a crucial part of new product development, and the tools we cover throughout this week put us in good stead for developing such insight. Still, it is widely reported that 9 out of every 10 new products launched fail (just take a look at TV show cast-offs!). We will discuss why this is the case and provide a framework to increase chances of new product success. The breakdown is largely due to an inability to turn true insight into foresight — a lack of attaching an insight to competitive landscape end states and the changes likely to take place. While truly finding a need and filling it is certainly one path to success, human motivations short of needs such as simple wants and desires are often overlooked as potential territories for development. Instead of just asking “what’s not working” or “what could work better,” we can and should structure inquiry around aspirations as well. We will review best-in-class research techniques associated with new product development such as needs gap analysis, feature optimization, concept testing, demand forecasting, scenario assessment, and strategic opportunity mapping. We will show how judicious use of these techniques can help ensure that “the good” is not sacrificed in pursuit of “the perfect” and incremental solutions are successfully implemented.

The small group allowed us to get to know each other and become a better team outside of the training.

—2016 ASMR participant
THURSDAY, NOVEMBER 9, 2017

8:30–10:00 am
Making Brain Science Pragmatic
Charles Swann, Vice President, LRW

This session will focus on understanding consumers’ non-conscious and emotional motivation. It comes as no surprise to hear that consumers are not always thorough, rational decision-makers. In fact, research shows that we are able to make all kinds of decisions — from evaluating someone’s trustworthiness to deciding if the price of soda is good or bad — without conscious consideration. So how do we make sense of all of this and, as importantly, how should it impact our research approaches?

This session will present a framework, based on decades of academic research, for understanding how consumers’ non-conscious and emotional motivations impact their decisions. You will understand why emotions and non-conscious motivations are important, when they are most likely to impact consumers, and how to impact consumers’ emotional and non-conscious motivations. The session will also discuss the tools available to measure these motivations, helping you to choose the right approaches for your business objectives.

10:00–10:30 am
Break

10:30 am–12:00 pm
Making Brain Science Pragmatic (continued)

12:00–1:15 pm
Lunch

1:15–2:45 pm
Market Segmentation
Jacqueline M. Dawley, PhD, President, Insight Analysis

Segmentations often drive corporate strategy and marketing decisions. Effective segmentations aid in identifying opportunities for successful targeted marketing programs and can reveal unmet needs that form the basis for new product ideas and development. However, many firms consider their segmentation efforts less than successful. This session will discuss the methods and approaches for effective segmentation. Topics to be covered include a discussion of the variety of uses of segmentation in effective marketing, criteria used to determine the viability of market segments and issues in targeting segments. Alternative bases for segmenting markets also will be considered. Techniques typically used for segmentation will be reviewed, as well as recent trends and practices in segmentation.

2:45–3:15 pm
Break

3:15–4:45 pm
Market Segmentation (continued)

5:00–6:30 pm
Evening Reception
FRIDAY, NOVEMBER 10, 2017

8:30–10:00 am
Data Visualization
Kristen Downs, Graphics Specialist, MMR Research Associates

Data visualization is more than just a concept; it’s a critical skill that can be learned. In an industry where so much of the information being reported is numbers-based, being an effective visual communicator is essential to creating impactful, engaging reports. Learn specific techniques for choosing the most appropriate method of displaying data, as well as how to clear the clutter and use visual cues to guide your reader through a report. An interactive group session will challenge participants to identify best practices for data visualization, while real-world before and after examples will demonstrate those best practices in action.

10:00–10:30 am
Break

10:30 am–12:00 pm
Data Visualization (continued)

12:00 pm
Boxed Lunch to Go

CONFERENCE CO-SPONSORED BY:
American Marketing Association
Terry College of Business, University of Georgia

FACULTY*
Instructors for the school have been selected from the marketing research industry for their knowledge of the practice of marketing research. These experienced individuals will bring a pragmatic focus to their sessions while introducing the latest thinking in both research theory and research application.

Rob Arnett, M/A/R/C Research
Walter Blotkamp, MMR Research Associates
Marcus Cunha Jr., University of Georgia
Jacqueline Dawley, Insight Analysis
Kristen Downs, MMR Research Associates
Candice Hollenbeck, University of Georgia
Jeff Miller, Burke, Inc.
Christopher Murphy, Millward Brown
Kendall Nash, Burke, Inc.
Charles Swann, LRW
John Wurst, Atlanta Marketing Sciences Consulting/University of Georgia

* Subject to change without notice
GENERAL INFORMATION

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Monday, November 6 – Friday, November 10, 2017

REGISTRATION
To register, visit ama.marketing/ASMR2017 or call 800.AMA.1150.
Register by October 6 and save!

Fee for five-day course: Before October 6 After October 6
AMA member $2,660 $3,040
Non-member* $3,420 $3,800

*Join the AMA now and take advantage of the member discount!

Note: Conference registration may not be shared by two or more individuals. Space is limited and onsite registration cannot be guaranteed.

VENUE
University of Georgia
Terry College of Business Executive Education Center
Live Oak Square • 3475 Lenox Road NE • Atlanta, GA 30326

Offering WiFi and state-of-the-art amenities, the center is located next to the conference hotel and within walking distance of restaurants, entertainment and the Lenox Square Mall. Twenty minutes from Hartsfield-Jackson International Airport, the venue is accessible via Interstate 85, Interstate 75 and Georgia State Route 400, as well as by MARTA, Atlanta’s rapid transit system (Lenox or Buckhead station). Secure, covered parking is available adjacent to the center.

HOTEL
Atlanta Marriott Buckhead Hotel and Conference Center
3405 Lenox Road NE (adjacent to the Terry Executive Education Center)

A discounted rate of $140 a night has been negotiated with the hotel. To get the special rate, you must book by October 14 and use the following link to make your reservation: ama.marketing/asmr17hotel. Group rate will be honored 3 days before arrival and 3 days after departure based on availability.

CANCELLATION POLICY
You may cancel your registration at any time by emailing info@ama.org or calling 800.AMA.1150 or 312.542.9000. Cancellations received more than 30 days prior to the start of the event will receive a 100% refund. Cancellations received 7 to 30 days prior to the start of the event will receive a 50% refund. No refunds will be provided for cancellations received less than 7 days prior to the event. No refunds will be issued after the event. All refunds will be refunded to your original method of payment. Registrations may not be shared, but may be transferred at no cost at any point prior to the start of the event with notification to the AMA by phone or email.

Please note: Any hotel room booked outside the negotiated block of rooms will not be reimbursed for expenses, including the need to cancel the event.
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ama.marketing/ASMR2017

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