

CMI Heads to Summer School

Hope your summer is going well and you've had – or are planning – a summer vacation. At CMI, we've been busy teaching and learning about new research techniques at a variety of conferences. We thought we'd share our "summer school" experience with you and introduce you to two exciting additions to our staff.

New Developments in the Marketing Research Industry

We would like to share several insights from some of our conference experiences that may be relevant to your business and marketing objectives.

- **What to Ask Internet Panel Providers:** Chet Zalesky, our President, recently participated in the ESOMAR WIN (World Insights Network) in Paris, along with approximately 60 worldwide industry leaders. The conference released a revised list of 26 questions to evaluate internet panel companies. The questions are provided - with possible answers - as a guide to users of internet panel research: www.cmiresereach.com/esomar26 CASRO is working with the ARF and MRS to develop Internet standards, so we will update you in the future with new findings.
- **How to Observe What You Can't See:** Laura Johnson, one of our Qualitative Managers, presented the featured workshop at the IIR Excellence in Market Research conference. Laura's educational session on digital ethnography (**iSight™**) included a case study illustrating ways one of our financial services clients leveraged our cutting edge methodology to address key business issues. Other interesting topics were new ways to encourage respondent engagement, new research in virtual environments like Second Life®, and advancements in mobile research. We're already applying findings about virtual environments to help clients leverage the power of social networks – both online and offline.
- **Who to Include in Research Findings:** Mike Gray, our Senior Vice President of Business Development, presented at the recent Conference Board's Marketing Research conference in Chicago. In his presentation, "Get Insights through to Front-Line Employees," Mike highlighted ways to get the right research findings to various levels of the organization – from the C-suite to the front-line, including tips for engaging front-line employees in the best actions to take from research results. Another conference highlight included insights into the ways researchers can deliver findings to their senior executives, without "PowerPointing them to death" - research presentations need to be more than just data and must tell a clear compelling story.

This fall, we will also be attending several conferences and we hope to see you there:

- American Marketing Association's 2008 Marketing Research Conference in Boston, September 14-17
- IIR's *The Marketing Research* event in Anaheim, California, October 13-16 where we'll be presenting "Taking Messaging to the Next Level: Tapping into Customers' Underlying Emotions to Drive Sales." If you are interested in attending this event, we can provide a discount code.

(If you would like additional information about these conferences or the presentations, please reply to this email.)

New Resources to Serve You Better

CMI recently welcomed two new team members who bring expertise in many different areas.

- **Bill Salokar** joined CMI earlier this month in the new position of Vice President of Business Development. In this role, he will work with existing and new clients to implement strategic research. Bill has 20 years of marketing research and management experience in a broad range of businesses and has been a speaker at global and national conferences on the topic of customer loyalty. Bill holds an M.S. degree in Statistics and a B.A. in Mathematics from Florida State University.
- **Morris Wilburn** is our new Marketing Sciences Director. He has over 20 years of experience using advanced analytical techniques with specific applications in marketing research in a variety of industries, including extensive experience in the business-to-business category. Areas of focus have been customer segmentation, new product development, and the customer experience. Morris wrote the book *Managing the Customer Experience: A Measurement-Based Approach*. Morris received a Masters in Sociology from the University of Chicago, with specialization in Survey Research.

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We have many plans for expanding our resources and capabilities to support your needs, and we look forward to telling you about future developments. We are eager to put our forward-thinking expertise to work for you. Please call us with questions about our news or to help you brainstorm solutions for a business question you're facing.

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