

Date: Tuesday
January 31 2006

Time: 10:30am to 2:30
pm, light lunch provided

Place: estyle Research
520-10th St SW Calgary

Cost: \$179 members
\$199 non-members

To Register:
call Sandy 403-273-5631
or fax 403-276-6606

MRIA ALBERTA EDUCATION WORKSHOP

BUSINESS TO BUSINESS RESEARCH

INSTRUCTOR BOB INGLIS



B2B vs B2C Vive la Difference

Many clients require business-to business research. The **B2B vs B2C Vive la Difference** workshop details how to adjust quantitative and qualitative techniques from business-to-consumer to business-to-business research .

Bob Inglis explores sampling techniques and study topics that make sense for business-to-business research. The workshop explores using secondary research (or “Life After Google”), getting through to the right respondent (or “How to Find the Needle in the Haystack without Needing a Bandage”) and using focus groups for B2B research.

The workshop is suited to researchers wanting to sharpen their B2B skills, and to advertising and marketing consultants who may use B2B research to scope their clients' situation analysis.

Bob Inglis

Bob is the President of Technalysis Inc., a marketing research consultancy that specializes in business-to-business, industrial and technological markets. During the past 23 years, Technalysis has conducted projects for a variety of leading private and public sector organizations.

Bob Inglis is currently the Co-Chair of the MRIA Business-to-Business Research Committee. He served on the Canadian Advertising Research Foundation task force to write standards/procedures for media research that reflected the needs of B2B publications. He was a Director of the Business Research & Marketing Association (BRMA) for 15 years, serving as President in 1990-91 and 1991-92.

Bob spent 15 years as a user of marketing research at Procter & Gamble and at two well-known advertising agencies. In 1979, he became Vice President and Ontario Manager of COGEM Inc. COGEM primarily researched and marketed consumer products, and did some business-to-business research.