

“Dan is one of the most entrepreneurial and innovative research professionals with whom I have had the opportunity to work. At Nielsen//NetRatings Dan produced excellent results and made important contributions to the development of our European client base, services and operations. His energetic, professional approach, complemented by his knowledge of research and online business make Dan a pleasure to work with and an asset to his employers and clients.”
August 5, 2009

James Burge, Vice President, Research and Consulting, Nielsen//NetRatings

Market Research for better **Decision Making**

5th October 2009
Marriott Hotel, Karachi

6th October 2009
Pearl Continental Hotel, Lahore

'A framework on how to conduct and benefit from Market Research'



Meet Your Expert Course Leader

Dan Healy

Dan Healy, founder and CEO of Real Opinions, has over ten years online research experience and has held senior executive roles in London in the New Media team of GfK (nee NOP), Nielsen Online (nee Nielsen//NetRatings) and setting up offices for YouGov in the Middle East as their Regional Research Director. He has worked on over 100 research projects for global clients such as HP, Vodafone, Ikea, British Airways, Visa International, MasterCard, Shell, BP, EA Games and Sony. He is a regular contributor to media articles and presenter at conferences in both Europe and the Middle East.

Benefits:

- ➔ Knowledge of the strengths and weaknesses of different Secondary, Primary Qualitative & Quantitative research
- ➔ How to ensure research budgets are fully utilized with cost effective research
- ➔ Ensure research runs smoothly and strategically
- ➔ Be confident with the research results in order to base actions upon
- ➔ A practical guide to help set expectations when commissioning and conducting market research in Pakistan
- ➔ Knowledge on how to develop an Effects Based Operation by strategically building a framework to focus the objectives for research, to provide not only insight on but to guide and monitor success
- ➔ Know how to fully utilize the opportunities available to build databases and how to utilize for market research and as a knowledge sharing resource
- ➔ In-depth knowledge of questionnaire design to help aid analysis techniques in light of research objectives
- ➔ Procedures to ensure research results are reliable in the context of the Region
- ➔ The impact and opportunities new technology is providing to organisations to better understand their target segments
- ➔ Groom your best talents into effective research insight specialists.

Market Research for better

Decision Making

5th October 2009
Marriott Hotel, Karachi

6th October 2009
Pearl Continental Hotel, Lahore

'A framework on how to conduct and benefit from Market Research'

Dear Marketing Professional,

I'm delighted to present Terrabiz's brand new course on Market Research for Better Decision Making taking place on 5th October 2009 in Karachi and on 6th October 2009 in Lahore; tailored to help you make successful business decisions based on effective market research. Our Market Research for Better Decision Making course has been put together based on enormous interest and encouragement from many of the firms looking for effective research in Pakistan.

- ➔ **70% of spending on research "does not effect real change" in clients' businesses**
- ➔ **Only 15% of research clients agree that agencies "consistently deliver practical, impactful solutions"**

The scenario a few years ago was when top performing companies were asked to rate their marketing activities in terms of their importance and contribution to the market success they had achieved, market research came top of this list. Yet over the entire business in Pakistan, the average expenditure by firms on their market research is somewhat less than 10% of what they spend on promotion. The reason for this discrepancy is that market research is little understood both in terms of what it can do, how it does it, how the client can evaluate the reliability of the research findings and how best to buy research from an agency.

This course is designed and run by leading research professional Dan Healy. Dan will enable marketers like yourself to specify, buy and interpret market research more professionally and thus help you put your marketing activities on a firm foundation and provide you and your organization with a more certain competitive edge.

Attend this event and power up your research & analytical skills, be competitive, equip yourself with the latest research tools. Captivate your consumers through insight, grab that in depth understanding of your market. Ace the science of communicating your research, tactically influence your business decision making process. And, impress your bosses and bring in money for your company with your Continuous Market Tracking Research capability. This is a course not to be missed!

Dan and I look forward to welcoming you in October in Karachi and Lahore.

Best regards



Akbar Aqil
Project Director
Terrabiz

P.S. Make sure you are ready to take the next step. Register today!

Who should attend?

Heads, VP's, Directors, General Managers, Managers, Researchers and Specialists:

- ➔ Sales & Marketing
- ➔ Market Research
- ➔ Market Intelligence & Planning
- ➔ Product Development and Innovation
- ➔ Business Development
- ➔ Brand Management
- ➔ Media Research
- ➔ Corporate & Consumer Market Research
- ➔ Corporate Communications
- ➔ Marketing Communications
- ➔ Research & Development
- ➔ Business Intelligence
- ➔ Customer Satisfaction & Advertising



Course Outline:

An overview of market research techniques, processes and how to evaluate results.

- ➔ Why conduct market research and the important part it plays, particularly during an economic downturn to focus organisations to achieve a competitive advantage
- ➔ Theory of market research: Descriptive vs. Causal studies, Cross-Sectional vs. Longitudinal/Causal Studies, Experimentation vs. Observational approaches, Qualitative vs. Quantitative, Secondary vs. Primary approaches
- ➔ Overview of market research techniques (Secondary, Primary, Quantitative and Qualitative, including the pro's and con's from a Regional perspective
- ➔ The different market research levels available such as Ad-Hoc, Total projects, Field only, Field and Tabs research projects, Multi-Client studies, Syndicated Research & Omnibus studies
- ➔ How to determine when you need market research, budget and timelines
- ➔ What can be done in-house and what should be done by a research agency
- ➔ How to prepare a research brief for research agencies
- ➔ An insider's guide on how to evaluate research proposals and manage projects.

How to help you make the most of market research by producing actionable results.

- ➔ How to manage market research projects and agencies
- ➔ How to critically evaluate and manage each stage of the research process
- ➔ Rules and regulations from MRS and ESOMAR. Using market research results responsibly and data protection issues
- ➔ How to strategically analyse the research results
- ➔ How to incorporate recommendations into your organisation's objectives.

Evaluating the strategy of an organisation and how research can help each stage.

- ➔ Overview of research strategic approaches
- ➔ In-depth review of an 'Effects Based Operation' structure and production of indicators from research and actual behaviour as a measurement of success
- ➔ Theory and example on how research can strategically guide and monitor the progress of an organisation longitudinally
- ➔ Identification of target segments through advanced cluster analysis techniques based upon personality, lifestyle & behaviour
- ➔ How to build a CRM database and through various touch points for insight and follow-up market research
- ➔ How to develop a knowledge sharing resource.

An overview of market research techniques, processes and how to evaluate results.

- ➔ In-depth questionnaire design techniques
- ➔ How to combine research approaches to provide in-depth multimodal research approaches
- ➔ Analysis techniques, tools and approaches for both qualitative and quantitative research
- ➔ Statistical tools available to aid analysis
- ➔ Sampling and survey techniques in order to ensure validity, reliability, impartiality and currency
- ➔ Different approaches to present research results and expectation with research deliverables from agencies
- ➔ Discussion on how ideas spread from me to we marketing and how market research can help
- ➔ Review of market research results conducted in Pakistan by Real Opinions on the concept of viral communication.

Review and evaluation of new market research approaches.

- ➔ Web 2.0 (Internet message boards and communities such as LinkedIn, Facebook and Twitter)
- ➔ Mobile research and fixed location feedback
- ➔ Internet quantitative research using panels, website visitors and fusing with actual behaviour
- ➔ Virtual online focus groups and communities such as Second Life
- ➔ Research results presented and discussed in the evolving youth in the Region and use of new technology and the influence it is having upon their goals, aspirations and media consumption.

"From Sampling to Action Planning towards Business Improvement"

Market Research for better Decision Making

5th October 2009
Marriott Hotel, Karachi

6th October 2009
Pearl Continental Hotel, Lahore



'A framework on how to conduct and benefit from Market Research'

TerraBiz

Training | Conferences | Exhibitions | PR

We are a business information firm, having managed and organized over 250 events of various calibers during the last twenty months of our operations. Among our more recent

events was the Entrepreneurship 09 Conference in August which was held in collaboration with MPF, the Human Capital Management Conference in Karachi and Lahore in April and July this year respectively, the Women in Leadership & Business Conference (WIBCON '09) in collaboration with Pakistan Society for Training & Development in March, Compensation & Benefits Day in June '09 and others.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabiz is producing another international conference for MAP on 18 November in Lahore. Boeing and many other foreign and local business groups will be participating in that. www.mapconvention.com.

Terrabiz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. www.marketing2.com.pk. Terrabiz also organizes frequent events with Google Pakistan.

Terrabiz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities. These bi monthly events are jointly hosted by Central Depository Company (CDC), SECP and Karachi Stock Exchange. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, ABN AMRO Bank, HSBC Bank, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station and Aga Khan University.

In December 2009, we will be organizing the Marketing Conference & Exhibition in which BTL & ATL marketing firms will be showcasing their services and products, along with top-most corporate speakers from the sector sharing their thoughts and ideas on various aspects of marketing activities.

Registration Note

Participation will be confirmed *subject to receipt of payment*.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by Terrabiz.

Workshop fees must be paid in full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstances, Terrabiz reserves the right to cancel or postpone the event.

For onsite customized programs by **Dan Healy**,
Please contact Muhammad Akbar Aqil at
akbar.aqil@terrabilgroup.com

or call at
T> +92 21 3455 0431
M> +92 321 278 1000

Workshop Investment:

Rs. **22,500/-** per participant

Group Discount

Every 4th participant from the same organization is Free

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

This course is highly participative with a lively mix of learning, numerical exercises, discussions and exercises

For Registration Contact: Mohammed Physal

Cell: +92 300 213 38 49 & 0321 278 1000

Tel.: +92 21 3455 0319 & 3455 0431 Fax: +92 21 3455 7264

Email: physal@terrabilgroup.com & register@terrabilgroup.com

Website: www.terrabilgroup.com

Send your cheque in favour of "Terrabiz" to: Murad Hassan

Suite # 403, Shahwar Trade Centre, Above Standard Chartered Bank, Allama Iqbal Road branch, P.E.C.H.S, Block 2, Karachi, Pakistan.

Tel: 021-4550431, 4550319

Cell: 0300-9220647, 0321-2781000

Upcoming Workshops



Analysis of Financial Statements for non-financial executives
by Abdul Rahim Surya
28-29 September, 2009 - Karachi



Developing And Implementing A Dynamic HR Strategy
by Janine Rothwell
5th - 6th October, 2009 - Karachi



Spencers Johnson's "Who Moved My Cheese"™
Dr. Sunil Gupta
12th October, 2009 - Karachi
13th October, 2009 - Lahore



Essential Managerial Skills
by Sohail Zindani
27th October, 2009 - Karachi
29th October, 2009 - Lahore



Crisis Communication
by Chris Heynes
November, 2009 - Karachi



The Power of You and NLP
by Mike Noel-Smith
November, 2009 - Karachi & Lahore

Upcoming Conferences



Management Association of Pakistan Conference
18th November, 2009 - Lahore



CDC - Capital Market Conference
December, 2009 - Karachi



Media & Marketing Conference & Exhibition
9-10 December, 2009 - Karachi