

October Program:

What's New in Market Research

When:

Wednesday, November 5, 2008
11:30 a.m.

Where:

Mitchell's Fish Market
28601 Chagrin Boulevard
Eton Place

RSVP:

by October 30, 2008 to
lynnemeyer@cox.net

Upcoming Meetings

HOLIDAY PARTY

You don't want to miss our
Holiday party on December 3!

It's a lunch, from 11:30 a.m.-
1:30 p.m. Details on location
tba.

*Non-members are welcome to
attend IPG meetings, paying
\$10 in addition to the cost of
their own lunch.*

The communications
professionals of the **Cleveland
Independent Practitioners
Group (IPG)** meet monthly.

Marketing research – What's new? What works and what doesn't and when?

Metrics. Dashboard. Galvanic skin
response. Data mining.

We're all familiar with the basic market
research tools of surveys, focus groups
and, mall intercepts

But new market research concepts and
approaches have been developed during
the past five years.

Researchers can gather more in-depth
information in myriad ways.

What works and when?

There are right and wrong applications
Every basic market research technique
has pros and cons as to the type of re-
search desired.

Our Speaker

Odell Coleman, president of Coleman-
Wick market research is a senior mark-
ing research professional with more than
ten years of experience.

He and his staff provide strategic analysis
to clients across a diverse set of industries.

His experience includes evaluating and
recommending partnership strategies for
economic development organizations,
analyzing growth opportunities for alter-
native energy technologies and assessing
the market potential for new products
and serves for management consulting,
law and accounting firms.

Odell worked with Kent State University
senior management to identify and quan-
tify emerging markets for curriculum
development. He also provided research
services for Case Western Reserve Univer-
sity and the Cleveland Clinic. ■

Two upcoming NOCA parties!

Party #1: There will be a Launch
Party this Thursday, October 16, at
the I-X Center from 5:30-7:30 p.m.
to unveil the “Midwest Message to
Market Show,” which will be held
next October 7-8. There'll be hors
d'oeuvres and open bar, and the media
will be attending. For more informa-
tion and to RSVP, contact Cindy Mirkov
at cmirkov@ixcenter.com

Party #2: Spook it up at the first
annual *NOCA Reverse Raffle Hallow-
een Party* on Friday, October 31, from
5:30-11:00 p.m. at Grays Armory on
Bolivar Avenue downtown.

You could walk away with the grand
prize of \$2500! Your \$100 ticket enters
you in the raffle and includes buffet
dinner. There will also be sideboards,
a silent auction, door prizes, and best-
costume contest.

Dinner-only tickets are also \$40.

Note: Guests may split the \$100 cost
to share a raffle ticket among two or
more people.

Contact Dick Clough (216.226.9040
or e-mail: Clough1217@aol.com)
or Jim Tabaczynski (440.835.4525 or
jptgroup@sbcglobal.net) to reserve
your ticket today. You can purchase
tickets on line through the
AAF/Cleveland Web site. The URL is:
www.aafcleveland.com/calendar

From there, go to the NOCA listing.