



SPEAKERS

10:15am
Jane Buckingham, Trendera
“Understanding Next Generations”

11:30am
Justin Greeves, Harris Interactive
“The Changing Supplier/Client Compact: Views from the front lines”

1:30pm
Doug Studebaker, Innerscope
“Using Biometric Monitoring & Emotional Engagement”

2:45pm
Michael Lambie, The Nielsen Company
“Digital Ethnographies and Other Qualitative Methods for the Modern Researcher”

EACH SESSION COUNTS TOWARDS PRC CREDIT

Location info:
Loyola Marymount University
1 LMU Drive
Los Angeles, CA 90045

Sessions will take place in UHALL building

How to Register

Complete the following form and mail, fax, or email information

\$75 fee (\$25 for students w/ valid ID) 4th person in party comes FREE!

First name _____
 Last name _____
 Company _____
 Telephone _____
 E-mail _____

Method of Payment

EMAIL, FAX, OR CALL IN YOUR CREDIT CARD INFO

VISA MASTERCARD DISCOVER

Email: sthompson@magid.com
 Phone: (818) 263-3310
 Fax: (818) 263-3311

\$ _____
 Amount to be paid

 Card Number

 Expiration Date

 Billing Address(City/State/Zip)

 Cardholder Name as it appears on card

 Cardholder signature

registering for # _____
 Names: _____

US MAIL

Enclosed is a check for \$75 (\$25 for students w/Valid ID)

Checks payable to: “SoCal MRA”
Send to: Shelia Thompson
Frank Magid Associates
15260 Ventura Blvd, Suite 1840
Sherman Oaks, CA 91403