



## Marketing Research in Wine Country

Fall Educational Seminar **September 13 - September 14, 2007**

Vintner's Inn - Santa Rosa, CA

### Topic Brief

#### Thursday, September 13<sup>th</sup>

4pm-6pm: Registration Open

6pm-8pm: Welcome Reception, Networking and Wine Tasting

#### Friday, September 14<sup>th</sup> featured speakers, topics, and PRC credit:

- Steve August, [KDA Research](#), *New Technology in Qualitative Research* - 1 hr Technology Trends PRC credit
- Professor Kerry Curtis, [Golden Gate University](#), *Dead men DO Bleed: The Conflict Among Data, Knowledge, and Belief* - PRC credit TBD
- Lynn Hunsaker, [Clear Action](#), *When Bad News is Good News* - 1 hr Marketing PRC credit
- Hal King, [King, Brown, and Partners](#), *Market Research is Dead. Long Live Marketing Intelligence!* - 1 hr Strategic Thinking PRC credit



## Educational Programs

**These 60-minute sessions run back-to-back (with breaks in-between), so you won't miss anything!**

### **Steve August ~ *Qualitative 2.0: How Web 2.0 Is Revolutionizing Online Qualitative Research***

While qualitative research has been online for some time in the form of chat and bulletin board based focus groups, gathering more in-depth, individual qualitative customer stories via the Internet is still a new frontier.

With the advent of Web 2.0 technologies such as blogs and RSS, as well as the proliferation of compact personal digital devices that can deliver digital photographs and video, there are exciting new possibilities for qualitative researchers for gathering customer stories as they happen, and quickly making those stories meaningful in the context of a business question.

This session will enable attendees to separate the hype from the reality - and understand the true impact of Web 2.0 is having on qualitative research. Through presentation of real world case studies, attendees will learn how Web 2.0 technologies can be used to capture and analyze customer stories, and how this technology is paving the way for new online qualitative research frameworks.

This talk will include:

- A practical and conceptual overview of available online qualitative research technology.
- A guide to understanding Web 2.0 and its impact on online qualitative research
- An introduction to the idea of online Immersive Research
- Illustrative case studies that demonstrate practical applications

**Steve August is a Principal of KDA Research.** He directs KDA's efforts in assessing and utilizing technology to innovate new research techniques and methodologies. He leads KDA's online in-depth practice, and has guided the development of Revelation, KDA's new online research platform.

Steve has over ten years of diverse technical and creative experience; acquired from successful stints as a system administrator, web master, multimedia CD-ROM producer and business intelligence software consultant. He has worked on projects for Hewlett Packard, Quantum, USDA, Kaiser Family Foundation and the San Francisco Zoo.

Over the past two years, he has presented to ESOMAR, the Market Research Association, the American Marketing Association, the Qualitative Research Consultants Association, and the Puget Sound Research Forum. Steve has also contributed a chapter on the topic online in-depth qualitative research for the 2<sup>nd</sup> edition of Qualitative Research Online, to be published by Research Publishers, LLC in 2007.

### **Lynn Hunsaker ~ *When Bad News is Good News***



Your clients may be able to see higher ROI from their customer satisfaction surveys through customer experience management (CEM) as a practical approach to turning customers' warning signals into competitive strengths. This is the part of marketing that rolls up its sleeves, objectively analyzes the less attractive feedback from customers, and systematically makes things happen within the company to continually improve customer perceptions. Through substantive changes in a company's internal value chain, growth through loyalty and word of mouth become sustainable. Furthermore, as companies embrace CEM as the foundation for customer loyalty and profitability, they'll see opportunities to conduct additional market research for management of the customers' full experience. Learn how your clients can:

- Use lifetime value analysis to guide their voice of the customer (VOC) strategy
- Engage all areas of the company in acting on VOC
- Optimize customer touchpoints and product development with additional CEM research
- Improve internal branding, process efficiency, customer experience and sustainable growth



**Lynn Hunsaker** develops client retention strategies and processes as founder of ClearAction and team leader of Marketing Operations Partners' suite of Customer Profitability services. In nearly 20 years at Applied Materials, Business Insights, Tragon, and Sonoco, Lynn directed product management, market research, alliances, acquisitions, marcom, process improvement, metrics, incentive programs, and change management. Her roles included director of marketing and business development, head of corporate quality, strategic planning manager, and market research manager. She is an AMA Professional Certified Marketer, ASQ Certified Quality Manager, Qualified MBTI® Practitioner, and past president of Silicon Valley American Marketing Association. Lynn teaches courses at UC Berkeley Extension, SJSU and Mission College. She earned psychology and marketing degrees at BYU, and an MBA at Vanderbilt University.

## **Hal King ~ *Market Research is Dead. Long Live Marketing Intelligence!***

While today's marketers are often drowning in data, they still thirst for insight about their customers, products, and brand. How can this be, and why hasn't market research been able to meet this critical need?

The failure of research in corporate America is not so much a failure of the discipline itself as it is a failure in its application. In the absence of a comprehensive and strategic research plan, some organizations conduct a series of disjointed, ad hoc initiatives that fail to build a broad and coherent understanding. Other firms fall victim to schedule and budgetary pressures and conduct little or no research at all, while making key decisions based on little more than instinct. Not surprisingly, both approaches have failed to provide the strategic insights necessary to achieve market focus, product innovation, and brand success.

In today's marketplace, an organization cannot be successful by relying upon market research as traditionally practiced. Firms must change their philosophies to see research as **strategic** instead of **tactical**. Rather than viewing research as a one-time, project-specific event, these firms must develop a Marketing Intelligence process that enables the collection, analysis, and updating of core marketing data on an ongoing basis. In this session, Hal King, CEO and Founder of King Brown Partners, will describe the key role that Marketing Intelligence now plays in establishing sustainable competitive advantage.

### **Hal King, CEO and Founder, King Brown Partners, Inc.**

Hal is one of the country's pre-eminent market researchers and CEO of King Brown Partners (KBP). Hal began his marketing career in the consumer packaged goods industry with marketing positions at Gallo and Clorox, as well as senior management roles at NH&S Advertising and Arthur D. Little.

In 1992, Hal founded KBP—a marketing intelligence organization providing both qualitative and quantitative analytics to Fortune 500 firms within the technology, retail, pharmaceutical, financial services, and entertainment industries. Currently, Hal focuses much of his energy on identifying new approaches to the delivery and application of market intelligence. He is now studying and writing about the role of leadership and decision-making and the interplay of Culture and Strategy in creating competitive advantage and customer success.

Hal has been a featured speaker at the IIR Conference of Marketing, the American Marketing Association, the San Francisco American Marketing Association, the Los Angeles Association of American Advertising Agencies, the Harvard Business School Club in San Francisco, the San Francisco Chamber of Commerce, Sun Microsystems' SunWorld, Bank of America, and the National Endowment for the Arts. Hal is also the former President of the San Francisco chapter of the American Marketing Association.

Prior to his business career, Hal served as a pilot in the U.S. Air Force and later completed his MBA at Harvard Business School. He received his undergraduate degree in Economics from Stanford University.