



Winter School 2013

Core AMSRS Courses for all Research Professionals

UNSW CBD Campus, Sydney

Thursday 18th & Friday 19th July 2013

*Core courses
covering all aspects
of our profession.*

**SIGNIFICANT
COURSE
DISCOUNTS
FOR INTERSTATE
TRAVELLERS!**

**Winter School 2013 will offer a
broad range of courses for market
and social researchers.**

These courses cater for researchers with 12 months experience to more seasoned research professionals, covering all aspects of our profession – spanning both qualitative and quantitative research.

- **Moderating focus groups**
(with Georgi Areni)
- **Online qualitative research**
(with Christine Walker)
- **Programme evaluation**
(with Duncan Rintoul)
- **Segmentation**
(with Luke Starick)
- **Managing online communities**
(with Peter Harris)
- **Customer satisfaction**
(with Anna Thomas)
- **Multivariate analysis**
(with Stephen Prendergast)
- **Choice modelling**
(with Dhruva Gupta)



Core courses covering all aspects of our profession.

Winter School 2013 will offer a broad range of courses for market and social researchers. These courses cater for researchers with 12 months experience to more seasoned research professionals.

These are core courses covering all aspects of our profession – spanning both qualitative and quantitative research, and with a focus on subjects that are directly applicable.

In order to provide comprehensive skills training to members in all states, we are offering very substantial discounts to members outside NSW. This is to offset the added cost of interstate travel. These discounts range from \$200 to \$600 over the 2 days of the Winter School, depending on the distance travelled.

The AMSRS Winter School Program is a unique opportunity for professionals to participate in a learning environment that provides different speakers on each of the 2 days. In this way, you can tailor your selection of courses each day to your individual needs.

Winter School 2013 aims to ensure that its delegates gain valuable, new knowledge and skills to keep pace with a rapidly changing marketplace.

Unique Approach

The Winter School is unique because of the intensity with which courses are offered.

It recognises the time demands on today's research professionals and so provides participants with a concentrated learning experience. In this way, maximum knowledge can be gained in minimal time.

The venue:

UNSW CBD Campus

Level 6, 1 O'Connell Street (near Bent St)

Wintergarden Building

Sydney NSW

p: +61 2 9931 9444

cbdcampus@gastonomy.com.au

Broad range of topics covered

Listed below is the range of topics on offer.

You can choose a topic from each day's offerings to meet your individual requirements. Attend either day 1 or day 2 or both.

Day 1: Thursday 18 July	Day 2: Friday 19 July
Moderating focus groups (with Georgi Areni)	Online qualitative research (with Christine Walker)
Programme evaluation (with Duncan Rintoul)	Segmentation (with Luke Starick)
Managing online communities (with Peter Harris)	Customer satisfaction (with Anna Thomas)
Multivariate analysis (with Stephen Prendergast)	Choice modelling (with Dhruva Gupta)

Who should be attending?

Research practitioners with at least 12 months of research experience who are seeking to gain maximum input on acquiring up-to-date knowledge and skills with a minimal time commitment. The course structure enables tailoring of course selection each day to meet individual needs.

Key benefits

Upon completion, participants in this program will have gained:

- knowledge of new approaches for undertaking market and social research;
- an enhanced perspective on the emerging and ever-changing role of the researcher in today's marketplace;
- an expanded peer network through participation in group exercises; and
- improved ability to deliver results through an extended skill set and broader understanding of the various techniques used in their chosen study area.

QPMR – 45 points per day, maximum 90 points

The program provides delegates with an opportunity to extend their knowledge, interact with their peers and at the same time meet the QPMR scheme's requirements for ongoing professional development.

AMSRS Winter School Daily Schedule

Day 1: Thursday 18 July 2013

8.30am	Registrations and arrival tea and coffee
9.00am	Workshops commence
10.30am	Morning tea/coffee
11.00am	Workshops resume
1.00pm	Lunch
2.00pm	Workshops resume
3.30pm	Afternoon tea/coffee
4.00pm	Workshops resume
5.00pm	Day 1 closes

Day 2: Friday 19th July 2013

8.30am	Registrations and arrival tea and coffee
9.00am	Workshops commence
10.30am	Morning tea/coffee
11.00am	Workshops resume
1.00pm	Lunch
2.00pm	Workshops resume
3.30pm	Afternoon tea/coffee
4.00pm	Workshops resume
5.00pm	Close of Winter School 2013

Industry leaders teaching key

Course Details

Moderating focus groups

(with Georgi Areni)

This is an interactive workshop suitable for researchers of entry to mid-level.

We will begin with a broad overview of different philosophies and approaches towards moderating a group of people, and explore the pros and cons of different moderating styles. Participants are then encouraged to discover his/her 'natural' approach. This session will leave participants with more questions to ponder upon post the workshop...where does their style come from, and how might this influence respondents?

We will then present a series of hypothetical scenarios, in which complex problems have occurred during an interview or discussion. These scenarios are a step beyond the more fundamental moderator problems (such as dominant or non-participating respondents). Each situation will be brought to life in a live practice session, followed by an analysis and discussion of what options you may have available, if you find yourself in such a predicament.

A selection of research briefs will be examined, each requiring quite different approaches to group structure, moderation, projective technique, and dealing with specific group sensitivities.

We will share some insights as to how clients respond to the qualitative process and what the moderator can do when the expectations of the client seem at odds with their own instincts?

We will finally explore some of the common approaches and models of analysis and interpretation...including the vexed question of what should be the focus, and what should be overlooked.

Programme evaluation

(with Duncan Rintoul)

Evaluation is a dynamic and rewarding field of practice that shares some significant ground with market and social research. Evaluation draws on many of the methodologies used in market and social research to collect primary data, but the design of evaluation frameworks and the combined analysis of multiple data sources make evaluation a challenging task, even for the most seasoned social researcher.

This subject provides a critical engagement with evaluation theory and practice, as applied in a range of social policy and organisational management contexts. It provides theoretical frameworks and tools that will help skilled researchers navigate the complexities of public and community sector evaluations, with all their political sensitivities, competing priorities and technical challenges.

We begin by examining the different kinds of questions that evaluations seek to answer, and then move on to explore what this means for how we should design our research questions, data collection processes and analytical frameworks. A focus here is on the judicious use of logic models in evaluation framework design, as a means of providing structure, transparency and rigour throughout the evaluation process. Practical pitfalls and strategies are discussed, including in relation to data collection and analysis, stakeholder management and the development of recommendations.

On completion of the subject, the written work and class participation will provide students with a sound theoretical foundation and hands-on experience in key aspects of evaluation design.

Managing online communities

(with Peter Harris and Vision Critical Directors)

Online Communities are the fastest growing and one of the most widely adopted emerging technologies within the global research industry today. We will paint a picture of where marketing and market research will be in 2020 (based on actual research completed in the market) and how Online Communities will fit in.

We will define what Online Research Communities are and are not, explain their application within business and provide 3 real case studies from both Australia and overseas as to how they can be used to provide accurate, timely and high quality research outcomes. We will finish by explaining the secret sauce, the role engagement plays in ensuring quality standards and high return on investment for Online communities.

The programme will cover the following areas:

- What an Online Community is and is not
- How an Online Community will fit into both existing and future needs of organisations and government
- Qualitative and quantitative research principles for Online Communities and how they can work in perfect harmony to improve research outcomes
- How co-creation of an Online Community can supercharge innovation
- Why engagement is not a word to be dismissed

This is a course for people who are interested in not only qualitative and quantitative best practice research on Online Communities but also those who are interested in learning about community management and iterative research design.

Fundamentals of multivariate analysis

(with Stephen Prendergast)

This course is intended to provide a clear understanding of some of the commonly used multivariate statistical techniques. Using typical market and social research examples and cases, the course will provide the background principles of these techniques.

The programme will cover the following areas:

- how to select an appropriate analysis for a given data set and objective
- to understand and interpret some common multivariate methods including:
 - regression and multiple regression
 - factor analysis
 - discriminant analysis
 - cluster analysis
 - CHAID (and other decision tree methods)
- to understand the difference between mathematical modelling and statistical analysis

Attendees are expected to already have an understanding of basic statistics such as means, correlation and statistical testing.



Online qualitative research

(with Christine Walker)

This course is designed for researchers who are interested in further exploring possibilities with online qualitative research. The course considers the fastest and most cost-effective ways to implement high-quality qualitative research using a range of technologies available. It also covers some practical approaches to assist researchers gain experience with qualitative technology.

The course will examine bulletin-board focus groups (BBFG's), moderator dashboards, use of webcams, webinars and mobile phones to collate qualitative comment. The relevance, collation, analysis, interpretation and use of qualitative comment in social media will also be covered including a practical 'how to' component.

The course will cover a number of software applications - some specifically designed for research, and others which can be easily, effectively and inexpensively adapted for use by qualitative researchers.

The methods discussed will be practically applied to different types of research projects, including how they can be used to augment and stimulate face to face qualitative research.

Foundations of segmentation

(with Luke Starick)

Segmentation identifies different groups of purchasers in a market in order to target specific products and services for each group or segment.

This workshop will examine a number of different approaches to segmentation so that participants will be able to select and adapt the right approach to each research problem. These approaches include:

- A-priori segmentation - a-priori (pre-existing) segments are the most basic way of creating market segments. In A-priori segmentation, the market is split according to pre-existing demographic criteria such as age, sex or social economic status.
- Usage segmentation (also known as decile analysis or pareto analysis) - there are two ways of carrying out a usage segmentation: firstly, customers are split according to their weight of use. Secondly, usage can be considered in terms of time and place.
- Attitudinal research and cluster analysis. This information can then be used to target groups by what they think and how they feel, rather than just who they are. This is particularly valuable in determining branding strategies and keeping a brand in tune with consumers.
- Needs based segmentation - most needs-based segmentation uses Conjoint Analysis to split a category into different levels of functional performance. Needs based segments are typically the most actionable forms of segments as you know what drivers and performance the product or service has to satisfy.

This workshop will help determine the most appropriate segmentation technique to use for each type of research problem, with guidelines on how the segmentation can be executed.

Customer experience management

(with Anna Thomas)

The Satisfied Customer is a holy grail for business; a broad church of research programs including Customer Satisfaction, Net Promoter Score, Loyalty, Stakeholder and even Employee surveys.

As much as researchers can provide ways to measure good service delivery, the other sides of Customer Experience Management (CEM) - communication, consultancy and training - are vital in helping clients engineer great businesses from a strategic and operational response.

The program will cover the following areas:

- A brief history of Customer Experience Management and the key tenets driving this now well-established field of research
- A look from the customer's perspective: understanding the key pillars for good service delivery
- A look from a consultancy and training perspective: models and key theories around working with the client company, using research to drive change
- A look from a qualitative perspective: how does qualitative research fit in and what are some of the most useful psychological models for this area?
- A look from a quantitative perspective: design, pitfalls, scales and analysis
- A look from Australia's perspective: comparing global customer needs with Australian requirements

This programme aims to provide a detailed understanding of the CEM field for practitioners with a good level of experience in research or consulting generally, although perhaps not specifically in this field.

From the programme, learners will be able to engage at an informed and up-to-date level with CEM programme conversations, identify that they are more than just 'research-based' and have a clear perspective of current thinking across the set-up and design, core measurement stages, management-level implementation or company-wide level.

Choice modelling

(with Dhruva Gupta)

This course focuses more on practical application than technical detail.

The program will cover the following areas:

- The design of good choice experiments
- Data collection issues
- Analysis alternatives
- Model Calibration
- Decision Support Systems
- Reporting results: Choice drivers, segmentation, optimising business outcomes.

Outcomes from the course will include:

- Understanding the key choices that need to be made when designing and analysing discrete choice studies
- Ensuring that the results have credibility
- Understanding how assumptions can affect the conclusions
- Ensuring that results deliver the maximum value for the stakeholder.

This is a course for quantitative researchers who already have a basic knowledge of survey design, regression and choice-based conjoint analysis.



Speaker Profiles



Georgi Areni

Georgi graduated from Sydney University and has 15 years experience in market research. She is currently the Managing Director at Blue Planet Research and Consulting.

In the past few years, Georgi has been responsible for delivering actionable strategic insights and consultancy for Government as well as many blue chip commercial clients.

Georgi has in-depth understanding of strategy, planning and market activation (global/cross-cultural/local) as well as broad category knowledge across FMCG, services and health.



Duncan Rintoul

Duncan is a social researcher and evaluator based at the University of Wollongong's Institute for Innovation in Business and Social Research (IIBSoR).

He runs IIBSoR's Applied Social Research consulting arm and is also undertaking a PhD in the centre, on online survey design.

Duncan is a mixed-methodologist by training, specialising in primary research that supports progress in health, human services and other complex social policy arenas. Before commencing his post-graduate studies in 2011, Duncan was an Associate Director (Social Policy) at Urbis.

Duncan was the founding chair of the AMSRS Social Research Network in 2011 and co-chaired the 2009 AMSRS national conference. He currently sits on the board of the Australasian Evaluation Society.

Duncan holds a Master of Policy Studies and a Bachelor of Science (Applied Economic Geography), both from UNSW.



Peter Harris

Peter is Managing Director at Vision Critical Australia/ New Zealand and is one of Australia's leading consumer and Insight Community experts with 25 years of experience in marketing, research and

strategy planning across multiple sectors throughout Asia Pacific. At Vision Critical he is responsible for a growing team of technology enabled researchers and community managers, ensuring the quality output of all research and key client relationships within Australia and NZ.

Peter is an active member of the Australian Market and Social Research Society (AMSRS) and Australian Marketing Institute (AMI), a former AMSRS National President (2007-2012) and is Qualified Practising Market Researcher (QPMR). He is also a co-Chair of the Asia Pacific Research Committee (APRC) and sits on the Global Research Business Network leadership team (GRBN).



Stephen Prendergast

Stephen has 24 years experience in market research and management consulting. In 2004 he founded Prescience Research, a Melbourne based quantitative research and modelling consultancy. Prior to that

he has worked with Open Mind, Wallis Consulting Group, DBM, Millward Brown, and Sutherland Smith. Before that he was a management consultant with KPMG and a paint development scientist with Dulux Australia.

Stephen is well known for his thoughtful use of mathematical and statistical models as a bridge to better decision making. He has applied these methods in a variety of fields including customer service and loyalty studies, advertising response, brand health tracking and time series analysis, customer segmentation, data mining and demand estimation methods such as choice modelling, conjoint analysis and simulated test markets.

Stephen has also lectured at Monash University on Marketing Models and Market Research at, and written articles on statistics and marketing support software for MacNews.

Stephen has an honours degree in Applied Science from University of Melbourne, a marketing degree from Monash University, and is a Qualified Practising Market Researcher (QPMR). He has received post-graduate training in choice modelling, marketing models, general linear models and structural equation modelling.



Christine Walker

Christine Walker (B Behavioural Science, M Applied Social Research) has worked in the commercial research industry for over 20 years. She has held roles as senior research manager for major global

corporates such as Shell Australia, ACNielsen and Kimberly Clark. Christine is committed to research being used powerfully for brands.

Christine is an innovator in the area of social media content research, and is involved in, and watching the techniques technology is opening up for researchers.

Christine has been a featured speaker at national conferences and presented papers at the AMSRS conference, The Australian Sociological Association, and NewMR. She is President of the Australian Marketing Institute, Victoria and a judge of the Marketing Excellence Awards.



Luke Starick

At Nielsen, Luke is a Director in the Brand Social Customer Experience Practice Area in Australia. He is responsible for on time, quality delivery of research in the practice area, on brands and how consumers and

customers interact with them. Previously Luke was the regional head of Statistical Consulting & Analysis. He was responsible for

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statistical analysis on research data to provide succinct insights, sample design, and training on market research statistics. In 2004 Luke received the Nielsen Customised Client Service Executive of the Year award.

Luke has worked at Nielsen since July 2003. Prior to this, he worked for four years at DBM Consultants in a general quantitative research role, and for four years at the Australian Bureau of Statistics on survey design, analysis and data quality. Luke has a Honours Degree in Statistics from the University of Adelaide. Luke has experience in many research applications, including customer satisfaction, segmentation, advertising and brand tracking, and pricing. His experience covers many industries, notably financial services and automotive.



Anna Thomas

Anna Thomas is joint Managing Director for Nunwood Australia. She has over 15 years in strategic research, consultancy and training. A creative thinker, she uses a range of business and psychology tools to

solve client problems.

Anna has presented papers at ESOMAR Congress (Athens), QCA/AQR Conference (Prague), Innovations in Qualitative Research Conference, (University of Saskatchewan, Canada), AQR Conference, (London), Swedish Market Research Conference (Stockholm), Danish Market Research Conference (Copenhagen), and AMSRS Conference (Melbourne).

Anna holds an International Baccalaureate, and is a graduate of Queens' College, Cambridge University. She has a post grad diploma in Law, is a member of the British Psychological Society and has lived in Australia since 2010.



Dhruva Gupta

Dhruva is the Managing Director of DBM Consultants, a company he founded in 1992, now one of the 10 largest Australian market research firms.

Dhruva has been engaged by the majority of the Top 15 Australian corporations, large government departments and some global organisations.

Dhruva is a leading specialist in quantitative methods. He holds a Master's degree, specialising in market research methods from the University of Western Australia. He has been trained by and worked with some of the world's leading authorities in choice modelling.

He was awarded the Fellowship of the Australian Market and Social Research Society, in recognition of his contributions to the industry.

Registration online - www.amsrs.com.au

For further information about Winter School 2013 email: events@amsrs.com.au

Registration Fees (inc GST): (Course code: 1Cwinter13)

	Members (2 day registration)	Non-Members (2 day registration)	Members (1 day registration)	Non-Members (1 day registration)
EARLY BIRD COST (UNTIL 14 JUNE 2013)				
LOCAL	\$1090	\$1650	\$595	\$825
INTERSTATE	\$ 850	\$1650	\$475	\$825
COST (AFTER 14 JUNE 2013)				
LOCAL	\$1290	\$1850	\$715	\$990
INTERSTATE	\$1050	\$1850	\$595	\$990

As this is a national program, discounts are offered for interstate visitors.

→ Become a member **AMSRS**

JOIN NOW AND **SAVE UP TO \$400**

Travel & Accommodation

Visit www.qantas.com.au, www.jetstar.com.au or www.virginblue.com.au to arrange your flights to Sydney. For more information on Sydney and nearby accommodation visit www.sydney.com.au. For more information on other hotels nearby visit www.amsrs.com.au and follow the link to Winter School.

Registration Details

Winter School 2013 is an intensive learning program for research professionals of all levels.

It will be conducted at UNSW CBD Campus, Level 6, 1 O'Connell Street (near Bent St), Sydney NSW. Registration fees include GST, tuition, program materials and catering during courses.

Closing Dates: The closing date for registrations is 9 July 2013
Early Bird Booking deadline: 14 June 2013

Late registrations will be considered, depending on the availability of places as numbers are limited to 25 participants per workshop.

Cancellation Policy: Due to the considerable administration and course material costs associated with this program, a fee equivalent to 10% of the registration fee will be incurred should confirmed bookings be cancelled prior to 9 July 2013

Cancellations after the 10 July 2013 will not be granted a refund. A substitute participant is welcome and in this instance a cancellation fee will not apply. All requests for cancellations or substitutions MUST be made in writing to the Society PRIOR TO THE EVENT and accompanied by written acknowledgment from AMSRS.

Registration: Registration is completed online at www.amsrs.com.au

Privacy Notification: AMSRS acknowledges and respects the privacy of individuals. We advise that the information you provide on this form is 'personal information' as defined by the Privacy and Personal Information Act 1998 (the 'Act'). This information is being collected for the purpose of processing your registration. The intended recipient of the information is the AMSRS only and will be used to inform you of Society activities unless you specify that you do not want to receive this information. The information in this brochure was correct at the time of printing [March 2013]. However, it may be subject to change in the event of unforeseen circumstances. Please check our website - www.amsrs.com.au - for current details.

3% surcharge applies for AMEX and Diners card