

FEELING THE HEAT

NEW INSIGHTS INTO TODAY'S HOT RESEARCH TOPICS

Take Your Marketing Career to the Next Level

REGISTER NOW: www.amaphoenix.org/events.htm

Learn about the connections between social media & market research.

An AMA Phoenix joint event with
the Southwest Chapter of the Market Research Association

Featured Speakers: Bill Austin, Chief Technology Officer, AZhttp, Inc.,
Jim Longo PRC, VP Client Development, Itracks,
Professor James Spiers, Arizona State University,
Bart Steiner, President & CEO, Bulbstorm, Inc.

This educational forum will explore ways that social media can be used in a business setting, the state of the technology, how social media has been used in market research, and how it is likely to impact the market research environment in the future. Speakers with backgrounds in social media, marketing, and market research will present their views on how social media is impacting today's business environment. Conference attendees will learn how social media is being used to conduct research projects, market products, and make businesses more profitable.

August 6-7, 2009

Thursday evening Cocktail Party 5:30 – 8:30

Friday Forum with Breakfast & Lunch 8:00 AM – 5:00 PM

Arizona Biltmore Resort & Spa

2400 E. Missouri Avenue, Phoenix, AZ 85016

REGISTER NOW: www.amaphoenix.org/events.htm

