

# COMMUNICATING MARKET RESEARCH RESULTS

LISBON, 14<sup>TH</sup> – 15<sup>TH</sup> SEPTEMBER 2004

## FINAL PROGRAMME

	TUESDAY 14 <sup>th</sup> SEPT.	WEDNESDAY 15 <sup>th</sup> SEPT.
9.00 – 10.00	<p><b>WELCOME - INTRODUCTIONS:</b> Yves MARBEAU, The Participants. <b>THE PROGRAMME.</b></p> <p><b>EXERCISE: "THE HAT TRICK",</b> TEAM BUILDING</p>	<p><b>SESSION 4:</b> <b>REPORTING</b></p> <p>What is a good Report? How to organize it ? The Three Basic Messages to include in all Reports.</p>
10.00 – 11.00	<p><b>SESSION 1 :</b> <b>THE MARKETING</b> <b>RESEARCH MISSION</b></p> <p>The Role of M.R. / The ACTION STANDARD Philosophy / Interfacing with Marketing</p>	<p><b>EXERCISE :</b> <b>THE HAPPY MEALS RESULTS CASE,</b> REPORTING RESULTS</p>
11.00 – 11.15	COFFEE / TEA BREAK	COFFEE / TEA BREAK
11.15– 12.30	<p><b>SESSION 2:</b> <b>PRESENTING WITH IMPACT</b></p> <p>Presenting is necessary but dangerous! Check-List for a safe and effective Communication of results <b>EXERCISES</b> for two presenters</p>	<p><b>SESSION 5:</b> <b>SOME SIMPLE APPROACHES</b> <b>TO DATA ANALYSIS</b></p> <p>"EASYTOOLS: some simple tools to analyse and present at the same time. Some powerful synthesis systems, using graphs</p>
12.30 – 14.00	LUNCH	LUNCH
14.00 – 15.30	<p><b>SESSION 3:</b> <b>SYNTHESISING WITH GRAPHS</b></p> <p>Raison d'être of graphs / 6 Basic Rules for effective graphs / Classification of Graphs / Data Density. Lots of Examples</p>	<p><b>SESSION 6:</b> <b>WHAT ABOUT PRESENTING QUALITATIVE RESULTS ?</b></p> <p>"How to display attitudes and non-quantitative findings ?</p>
15.30 – 15.45	COFFEE / TEA BREAK	COFFEE / TEA BREAK
15.45 – 18.00	<p><b>EXERCISE :</b> <b>SYNTHESISING WITH GRAPHS</b> PARTICIPANTS TO BRING SOME OF THEIR OWN DATA TO BE TAKEN AS EXAMPLES</p>	<p>Questions &amp; Answers Discussion on questions from participants</p> <p><b>WRAP-UP COMMENTS / EVALUATION of SEMINAR</b></p>