

CMI's Jean Fasching, Dr. Christina Liao, Mike Mabey, and Bill Salokar to present at IIR's 'The Market Research Event'

ATLANTA, Ga. (SEND2PRESS NEWSWIRE) – CMI, a full-service marketing research company, will be speaking and participating in a variety of sessions at IIR's [The Market Research Event](#) in San Diego, CA on Nov. 8-10, 2010. In addition to presenting a new segmentation methodology, CMI will be extensively involved in the Segmentation Symposium, chairing, and moderating the sessions. Attendees may also visit CMI in booth #303 in the exhibit hall.

Where: The Hilton San Diego Bayfront in San Diego, CA.

When: Monday, November 8, 2010.

What: Segmentation Symposium and Future Market Research Leaders Education Series at IIR's The Market Research Event.

– 8 a.m. – 5 p.m.: Segmentation Symposium:

Bill Salokar and Jean Fasching, vice presidents, business development, will chair and moderate the all-day Segmentation Symposium.

– 10 a.m. – 10:45 a.m.: Segmentation Presentation:

Dr. Christina Liao, vice president, marketing science, and Mike Mabey, account manager, will present "Redefining Segmentation: Using Decision Pathway Segmentation to Link the Motivations of Why & How Consumers Make Decisions With Actual Choices" highlighting a new effective way to identify customer segments that can guide internal stakeholders to target the right customers. They will use an actual case study to illustrate.

– 10:30 a.m. – 12 p.m.: Future Market Research Leaders Education Series:

Jean Fasching, vice president, business development, will co-present "The Research Arsenal" with Dr. William MacElroy, president, Socratic Technologies, where they will provide guidance and advice for using a wide variety of research methods based on "Who + Where + with What + When = How."

About CMI:

CMI is a full-service marketing research company that helps clients understand target customers in the context of their world – the choices they make and why – to prioritize resources and generate growth. Since 1989, CMI has delivered unique solutions to uncover opportunities, optimize marketing strategies, and improve performance for clients in consumer and B2B markets.

CMI's experienced team of market research consultants leverages a wide range of qualitative and quantitative methods and technologies to translate research into insights and insights into actions.

CMI serves primarily Fortune 1000 clients. The company is ranked on the [Honomichl Top 50](#) list of the country's largest marketing research organizations, as well as the [Inside Research top 10](#) fastest growing

marketing research firms in the U.S. For more information about CMI, visit www.cmiresearch.com.

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Original Story ID: (6417) :: 2010-10-1027-001

Original Keywords: IIR, CMI, The Market Research Event, speakers, marketing segmentation, IIR Segmentation Symposium, IIR Future Market Research Leaders Education Series, Decision Pathway Segmentation, marketing research conference
CMI Atlanta Georgia ATLANTA, Ga.

Alternate Headline: IIR's 'The Market Research Event' to feature CMI's Jean Fasching, Dr. Christina Liao, Mike Mabey, and Bill Salokar

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