

CMI and American Cancer Society to Co-Present at The Market Research Event 2011

ATLANTA, Ga., Oct. 11, 2011 (SEND2PRESS NEWSWIRE) – Bill Salokar, vice president of business development at CMI, a full-service marketing research company, and Kimberly Cason, senior consultant at American Cancer Society, will share important research insights from the American Cancer Society's highly successful "More Birthdays" campaign.

Where: [The Market Research Event](#), The Peabody in Orlando, FL.

When: Tuesday, November 8, 2011
10:45 – 11:30 a.m.

What: "5 Ways to Make Brand Tracking Research More Valuable: An American Cancer Society Case Study."

Develop an understanding of how these five takeaways helped to improve American Cancer Society's "More Birthdays" campaign:

- * Focus on what matters
- * Expand your horizons
- * Build relevance
- * Plan for flexibility
- * Plan for special support.

Recognized by the industry as the "World's Top market Research Event," The Market Research Event brings together more than a thousand leading market researchers from across the globe. Participants will exchange cutting edge knowledge and learn what's new, what's next and what's critical in market research.

Visit CMI at Booth #410 to learn more about their work with American Cancer Society.

About CMI:

CMI is a full-service marketing research company that combines comprehensive market research expertise with marketing insight to provide clients with a deep understanding of their customers by identifying the choices they make and why. 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 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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