

M/A/R/C® Research to Hold Premier Market Research Summit

A premier market research summit being held in mid-July at the M/A/R/C Research auditorium looks to highlight consumer based learnings from four industry perspectives. The half-day event – titled *The Consumer Understanding Summit* – is the first such M/A/R/C-hosted event. An impressive list of thought-provoking speakers makes up the line up of market research community leaders.

Kelley Styring, an independent market research consultant will be the keynote speaker. Styring will be addressing an independent study she recently conducted and will offer her views on the multiple revenue opportunities for marketers. Bill Glenn, Vice President of Strategic Insights and Analytics at The Marketing Arm, has signed on to discuss the critical elements of event sponsorship research. M/A/R/C Senior Vice President and General Manager, Amy Barrentine, will present on brand essence. In addition, Dwight Risky, Ph.D., who recently retired as Senior Vice President of Consumer/Customer Insights for PepsiCo, Inc. and continues to work as a business consultant, will also be interviewed by M/A/R/C President and CEO, Merrill Dubrow.

This first event filled up in three short weeks. M/A/R/C has plans to produce similar events to cover important topics in the market research industry while allowing fellow market researchers an opportunity to exchange ideas. For information on future events, visit M/A/R/C's website at www.marcresearch.com or call 972.983.0400.

[M/A/R/C® Research](#) is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands. Our proven marketing issues platforms support clients' brand building efforts.

Assessor® – a new product development and optimization platform – helps clients “green light” ideas, evaluate concepts, forecast the sales and market potential of developed offerings, or optimize marketplace strategy.

MarketLink – a brand (BrandLink) and customer (CustomerLink) development platform – identifies and quantifies actions driving brand health and customer loyalty.

Custom Portfolio – a collection of structured, yet flexible research offerings – is designed to meet clients' diverse needs with solutions ranging from eye tracking (OptiMARC) to segmentation (enCompass) research.

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