



Council on Marketing Research II

Why We Meet:

The Council, established in 1954, provides a forum for an intensive, off-the-record exchange of major marketing developments and experiences. The focus is on broad-based business research that provides an added value to the corporation.

Membership Eligibility*:

- ❖ Candidates must be employed by companies that are members of The Conference Board and that are qualified for Council representation under the board's policy governing such eligibility.
- ❖ Members should be the head of a freestanding market research department or the most senior market research executive within a major division.
- ❖ All members are required to have market and business research experience.
- ❖ By-laws require approval by Membership Committee and standing members.
- ❖ By-laws allow seated members a veto on the grounds of competition.

Recent Topics Discussed:

- Customer Relationship Management
- Innovation Processes
- Internet Applications/Best Practices
- Segmentation
- Brand Extension and Development
- Employee Recruitment
- Copy Testing/Advertising Evaluation
- Integrating Market Research into Business Decisions

Meetings Per Year: 2

Annual Membership Dues: \$4,100

Upcoming Meetings:

September 30 to October 2, 2009

Minneapolis, MN hosted by General Mills

Partial List of Represented Companies:

AARP; Taco Bell Corporation; Allstate Insurance Co.; Mattel, Inc.; General Mills; Johnson & Johnson; KB Home; Avery Dennison Corp.; Adobe Systems, Inc.; Church & Dwight Co, Inc.

For more information:

Don Sexton
212 219 8534
don.sexton@conference-board.org
www.conference-board.org

Jonathan Yankelewitz
(212) 339-0329
j.yankelewitz@conferenceboard.org
www.conference-board.org

"The Council on Marketing Research II provides one of those rare opportunities to build relationships with other market research professionals from different industries. It provides a forum to share innovative research ideas, collegially debate and challenge our thinking, and build professional relationships. My participation has allowed me to bring what I have learned from my Council colleagues back to the office to make better, more informed, and differentiating decisions."

- Blue Cross & Blue Shield of Florida

* Certain membership restrictions may apply.

THE CONFERENCE BOARD

