

MRA MN/Upper Midwest Chapter Presents:
**Annual Meeting and Program: “Marketing
Research and Web 2.0: Insights through
Web/Screen Scraping & Text Mining”**

Thursday, May 17, 2007

Metropolitan Ballroom
5418 Wayzata Boulevard
Minneapolis, MN 55416
Phone: 612-238-4444

Cost: \$ 40 for MRA Members
\$ 50 for guests
\$ 10 for students

Event Schedule:

11:00 – 11:30 am Registration & Networking
11:30 – 12:00 pm Lunch
12:00 – 1:00 pm Presentation & QA

Reservation deadline: May 14, 2007

Seating is limited, so register early.
Cancellations received less than 48 hours prior to the event
are non-refundable. No shows will be billed.

**Credit card payments are accepted by using
PayPal on the internet.**

Thank you to Readex Research for their printing services.

Directions to:

Metropolitan Ballroom

5418 Wayzata Boulevard
Minneapolis, MN 55416

From East: Take 394 West to the Xenia/Park Place exit.
Turn right on Xenia to Golden Hills Drive. Turn right onto
Golden Hills Drive and go one block to Turner’s
Crossroad. Turn right on Turner’s Crossroad. The
Metropolitan is on the left, across from the Colonnade
building.

From West: Take 394 East to the Xenia/Park Place exit.
Turn left on Xenia to Golden Hills Drive. Turn right onto
Golden Hills Drive and go one block to Turner’s
Crossroad. Turn right on Turner’s Crossroad. The
Metropolitan is on the left, across from the Colonnade
building.

From North: Take Highway 100 South to 394 West. Take
394 West to the Xenia/Park Place exit. Turn right on to
Xenia to Golden Hills Drive. Turn right on Golden Hills
Drive and go one block to Turner’s Crossroad. Turn right
on Turner’s Crossroad. The Metropolitan is on the left,
across from the Colonnade building.

From South: Take Highway 100 North to 394 West. Take
394 West to the Xenia/Park Place exit. Turn right onto
Xenia to Golden Hills Drive. Turn right on Golden Hills
Drive and go one block to Turner’s Crossroad. Turn right
on Turner’s Crossroad. The Metropolitan is on the left,
across from the Colonnade building.



Carol Duling
Questar
2905 West Service Road
Eagan, MN 55121

«Address»



Annual Meeting and Program: “Marketing Research and Web 2.0: Insights Through Web/Screen Scraping & Text Mining”

Thursday, May 17, 2007

11:00 AM to 1:00 PM

Metropolitan Ballroom

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Fax Number: _____

Email: _____

Check if anything has changed

Cost: \$ 40 for MRA members
\$ 50 for guests
\$ 10 for students

Reservation deadline: May 14, 2007

Make checks payable to:
MRA MN/Upper Midwest Chapter

Detach this portion; mail with check to:
Carol Duling, Registrar
Questar
2905 West Service Road
Eagan, MN 55121

Please send an email to info@mmra.org indicating you are registering, in addition to mailing your check.

Snail mail sometimes is slow!

Credit payments accepted using PayPal.
Send payment to email address:
treasurer@mmra.org

MN/Upper Midwest Chapter Annual Meeting and Program – May 17, 2007
“Marketing Research and Web 2.0: Insights through Web/Screen Scraping and Text Mining”
Presentation by Tom Anderson, Managing Partner – Anderson Analytics LLC

About the Event:

Why is this event important?

- Support your Chapter. Attend the annual meeting!
- And, nowadays, customers post comments about their satisfaction with companies in blogs and chat rooms. Find out what your customers are saying.
- “Companies seeking insights on satisfaction shouldn’t overlook online and other text sources,” Quirk’s Marketing Research Review October 2006
- With text mining software, analyzing thousands of open-ended customer comments is finally possible.

What will I learn if I attend?

- What is “text mining” anyway
- How web content analysis can help you gain an information advantage
- Which software to leverage for marketing insights
- How text analytic techniques can extract opinions and sentiments from blogs and discussion boards
- Understand the process of web content analysis from web-scraping, data preparation, coding and data mining through to analysis and insight

Who should attend?

- Market research professionals with:
 - Responsibility for customer satisfaction.
 - Interest in customer comment gleaned from the “listening posts” enabled by new media

About the Speaker:

Who is Tom Anderson?

- Managing Partner of Anderson Analytics LLC, a next generation marketing consultancy that specializes in combining new technologies, such as text mining, with traditional marketing research.
- Over a decade of experience with the largest market research firms: TNS, NFO and AC Nielsen BASES.
- In 2000 helped found IQuestics.com, a ‘Gen-I’ consumer insights consultancy for Snowball.com.
- Anderson has worked on product and market development projects in multiple countries and industries and is a frequent lecturer in graduate-level marketing research and data-mining courses.

What are his credentials?

- Founder of the first Full Service Market Research firm to offer text mining.
- Author of “Listen to the text” published in Quirk’s Marketing Research Review, October 2006, he has presented on text mining at conferences including SPSS Decisions, ESOMAR Automotive, ESOMAR Leisure, and will be co-sponsor (with SPSS) of the USA Text Analytics Summit 2007.

What will he talk about?

- Origins of web/screen scraping and text mining and how it can be done.
- Audience Q&A after formal presentation.