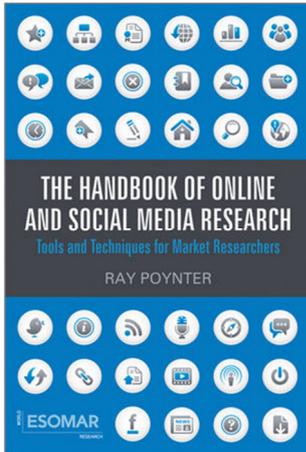


# Social Media Research

## A Workshop with Ray Poynter



The world of market research is changing fast, with key changes including the growth of MROCs, community panels, Social Media monitoring (also known as blog and buzz mining), smartphone and WE-Research, and the rise of social media in general. Staying in touch with the changes is getting harder every day. That is why a course like this is so important.



This workshop updates you on the latest trends and changes and includes a copy of Ray's book *The Handbook of Online and Social Media Research*.

The workshop provides a chance to bring your colleagues up to speed in terms of where the market research industry is going and to provide a platform for you to assess your plans and assumptions.

### The workshop covers:

- Social Media Listening, is listening really the new asking? What can be achieved by listening to the discourse of the social web and what can't?
- Communities, what is the current state of play with MROCs (online research communities), community panels, and brand communities (such as MyStarbucksIdea)?
- What key innovations in social media research do you need to be aware of: including smartphone research, mass ethnography, analytics, integrating social media with traditional research, QR Codes, and the gamification of research, for example through FourSquare.

The workshop is a mixture of taught material and interaction, ensuring that the material is situated in the context of your organisations experiences and needs.



### About Ray Poynter

Ray Poynter is the author of *The Handbook of Online and Social Media Research*, the *Data Analysis and Advanced Data Analysis* modules for the University of Georgia's *Principals of Marketing Research* course, and the *Main Developments and Trends* chapter in the *ESOMAR Market Research Handbook*.

Ray is widely recognised as a leader in the area of social media and its utilisation by organisations. Ray is the organiser and driving force behind *NewMR.org*, a collaborative venture that aims to co-create the future of market research.

Ray has held director level appointments with *The Research Business*, *Sandpiper*, *IntelliQuest*, *Millward Brown*, and *Virtual Surveys* and now runs *The Future Place* a thought leadership consultancy based in Nottingham with a global clientele, with private and public sector clients and running a number of events for trade bodies such as *ESOMAR*, the *Canadian MRIA*, and the *Australian AMSRS*.

### Costs

For workshops in the UK the cost of a half-day workshop is £1650 + VAT, plus out of pocket expenses (travel and if necessary accommodation) - note there are discounts for trade bodies (25%) and the public sector (25%).

For workshops outside the UK the costs are usually higher, reflecting the time lost in travelling to and from the event. However, if multiple workshops are booked there may be scope to discuss these costs further.

To check dates and/or to book a course ring Ray on +44 (0)7540 725925 or email me on [ray.poynter@thefutureplace.com](mailto:ray.poynter@thefutureplace.com)