



SMPS

Nebraska

Programs

January 9, 2007

Market Research: How to Spot Trends

Armed with market research data and information, marketers, business developers and business leaders are able to make better decisions for their companies. Are you considering developing a new marketing campaign? Introducing a new service? Expanding the geographic market you serve? Learn how market research plays a role in communicating your message and effectively reaching your audience. Through various methods, you can identify business ideas that have potential, see where markets are going and differentiate your firm and services.

Pauline Stark, president of Alternative Group (a business consulting, strategic planning and market research firm), will discuss market research. She has 25 years of experience in marketing, business development and management for service and product firms. Pauline is a member of the Greater Omaha Chamber of Commerce Presidents Club, American Marketing Association and Millard Business Association.

Complete your reservation today!

RSVP!

Register online at www.smpsnebraska.org or contact Angie Ullman, Terracon at amullman@terracon.com
Phone 402.330.2202 or fax 402.330.7606

Name _____

Firm _____

Email _____

Phone _____

Spezia

3125 S. 72nd Street
(One-half mile north of I-80)
402.391.2950

January 9, 2007

11:30 AM – 1:00 PM

_____ Member _____ Non-member

Please RSVP by noon on Nov. 13th

Members \$25

Non-members \$35

No shows will be billed

The Society for Marketing Professional Services serves marketing professionals in the natural and built environment. For membership information, visit our website at www.smpsnebraska.org. SMPS Nebraska programs qualify as contact hours for ACEC members.