

19 February 2009

Dear Colleagues:

The MORES Education Committee kicks off this year's series of seminars with "Learning your ABCs in Market Research," schedule on March 19 & 20, 2009. Over the past years, this seminar has been considered as a must-attend for junior researchers as well as marketing and advertising practitioners, as their induction to market research, and for senior practitioners, as a refresher course.

The "Learning Your ABCs" seminar is an introduction to the basic principles of marketing research, i.e., the first steps in understanding consumers, their needs, and keeping in tune with them. It revisits the essentials at each stage of the marketing research process to help build a strong foundation for the researcher and the marketing practitioner.

The various topics will be ably discussed by experienced and respected research practitioners.

We invite you to register as soon as possible, to ensure that you have a reserved slot in the seminar. The seminar fees are Php6,500.00 for MORES Members and Php7,500.00 for non-MORES Members. This is inclusive of am and pm snacks, lunch, a complete set of handouts, and a certificate of attendance.

To confirm your reservation, please contact the MORES Secretariat at 533-6653 or fax the accomplished registration form to 531-5204.

Thank you for your continued support of MORES.

Sincerely,

GERALD BAUTISTA
Chairman – Education Committee