



**REGISTRATION FORM (Please accomplish in print & fax form to 531-5204)
(Please copy/xerox as necessary, one form per applicant)**

Company			
Address			
Telephone #	Fax #	Email	
Reserving Officer's Name	Designation	Signature	
<u>DELEGATE/S REGISTRATION</u>			
Last Name	First	Name in ID	
Designation		Gender: <input type="checkbox"/> Female <input type="checkbox"/> Male	
Office Phone	Fax #	Mobile	
Email		Industry Sector:	
Delegates Registration Fees (covers congress kits, giveaways, meals) Academe & Student Registration (covers meals only)			
		MORES Members	Non-Members
<input type="checkbox"/> Early bird	(May 2 – June 2)	Php9,000.00	Php9,500.00
<input type="checkbox"/> Regular	(June 3 – July 31)	Php10,000.00	Php10,500.00
<input type="checkbox"/> Late & on-site	(August 1 – Sept. 24)	Php11,000.00	Php11,500.00
Academe	Php5,000.00	Student	Php4,000.00
Accommodation: Rate/night/person			
<input type="checkbox"/> Single	P3,500.00	Check-in :	# of Nights
<input type="checkbox"/> Twin	P1,750.00	Check-out:	
Transportation:			
<input type="checkbox"/> Yes		<input type="checkbox"/> No	
<input type="checkbox"/> One-Way	Php350.00	<input type="checkbox"/> Two-Way	Php650.00
Summary of Payments Due:			
Registration	P _____	Transportation	P _____
Accommodation	P _____	Amount Due	P _____
Important Note: (Please read)			
1. Registration is considered confirmed only upon receipt of payment (cash/cleared check).			
2. Only written cancellation request is acceptable.			
3. Refunds will be made on cancellation request as follows:			
50% on registration fee – 60 days prior to Congress not later than July 24			
30% on registration fee – 30 days prior to Congress not later than August 24			
4. No refund will be made for cancellation request received after August 31, 2008			
5. One night deposit is forfeited for hotel accommodation cancellation.			
FOR MORES USE ONLY			
Date registration received :	_____	Payment details	
Date Payment Received :	_____	Cash <input type="checkbox"/>	
Amount Received :	_____	Check: Bank & Check # _____	
		Date of Check _____	
Received by :	_____	Registration #: _____	
	MORES Secretariat		

Values - Thirty Years of Quality Research

Market Research Objectives and Ethics
The Philippine Research Industry over the last 30 years

ESOMAR
Audio Video
Presentation

Value - Thirty Years of Using Research

The Evolution of Research - Manufacturer Perspective

Johnnip Cua
Jos Ortega

The Evolution of Research - Ad Agency Perspective

Lizelle Maralag
Mitos Camahort

The Evolution of Research - Media

Sandy Prieto

Methods - Thirty Years of Tried and Tested

One versus the Mob!

Game

Face-to-Face Interviewing and other traditional Methodologies

Willingness to Experiment on Methods

Globe

On-line Interviewing

Donald Lim, Yehey
Yahoo

Interactive Voice Response

Carole Sarthou

Net Ratings

Jay Bautista

Selling Time

All Agencies

The Next 30 Years

Keeping up with emerging research needs

Regional Guest

Consumer Trends

Jorge Luna

Panel Discussion

Recap and Closing

Gary de Ocampo