

10 September 2009

Dear Colleagues,

The Marketing & Opinion Research Society of the Philippines (MORES) is offering the seminar on “Best and Emerging Practices in Research Operations” for a second time on October 8 & 9, at the Clermont Room of Discovery Suites, Pasig City.

This seminar was designed to provide participants with information on current best practices in research operations as well as emerging trends in the conduct of quantitative and qualitative research from a consumer, retail and media perspective.

The seminar will have five (5) modules (a) Best Practices in the Conduct of Surveys (b) Best Practices in Panel Research (c) Best Practices in Media Research (d) Best Practices in Qualitative Research Operations (e) Trends & Updates in Data Collection.

Please find attached a copy of the registration form and program for your information.

The seminar fees are:

MORES Members	-	Php 7,000.00
Non-MORES Members	-	Php 8,000.00

The fee includes the CD copy of seminar handouts, certificate, lunch and snacks. Hard copies of the seminar materials are available for a nominal fee.

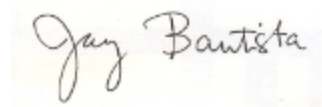
We offer the following discounts:

1. Registrations received and paid on or before Sept 15, 2009 are entitled to 10% discount.
2. Registration received and paid on or before Sept 30, 2009 are entitled to 5% discount
3. For group of more than 5 registrations, a 5% discount will be given to the 6th registration onward.

Note: The discount of a higher value will apply.

Hurry register now and avail of the discounts offered.

Sincerely,



JAY BAUTISTA
Chairman, Education Committee