



Master Class in Advanced Multivariate Techniques

Workshop led by Ray Poynter

Workshop Description

The workshop covers a range of advanced techniques, covering an understanding of the theoretical background, the design considerations, practical issues, and the analysis. Note this does not imply advanced mathematics, it means understanding the principles of why a specific technique is chosen for a specific type of problem.

The workshop will cover the following topics:

1. Conjoint Analysis and Discrete Choice Modelling (DCM), building from the traditional trade-off, through Adaptive Conjoint Analysis through to the modern DCM approaches with Hierarchical Bayes.
2. Pricing Research, from an updated/adaptive Gabor Granger through to a modified approach to Brand Price Trade-Off.
3. MaxDiff scaling, a technique that creates scaled responses to hard to express concepts and which can produce comparable results across languages and cultures.
4. Plus a review of a variety of important tools in the researchers' toolbox, including segmentation, CHAID and CaRT, TURF, and 'Build Your Own' concept modelling.

Course Requirements

Given that the workshop is a Master Class the session will be of most benefit to those who already have some familiarity with intermediate techniques such as factor analysis and cluster analysis.



The Workshop Leader

Ray is an acknowledged leader in the area of advanced analytics, regularly running workshops for a variety of organisations such as ESOMAR, the UK MRS, and the Australian AMSRS, as well as consulting to a variety of leading market agencies. In 2009 Ray wrote the online course material for the University of Georgia's Principles of Marketing Research. In July 2010 Ray's Handbook of Online and Social Media research is being published by Wiley.

Practical information

Venue: Dalarnas Hus, Vasagatan 46, Stockholm, Sweden. See www.dalarnashus.se for more details and map (the web site is in Swedish; map=karta).

Date and time: Wednesday March 10, 2010, 9.00-16.00 (9am to 4pm).

Cost: 3100SEK+VAT. For participants in the Swedish Market Research Day, March 11, 2010: 2700SEK+VAT. Lunch and two coffee breaks included in the price.

Compulsory application to smrd@smrn.se at the latest March 3, 2010.

For more information, email smrd@smrn.se or call Jörgen Johansson: +46-(0)8-6225971

Number of participants: maximum 10 persons!