



Anderson, Niebuhr & Associates, Inc.

Your Trusted Marketing Research Professionals

Analyzing & Reporting Questionnaire Data: A Workshop for Market Research Professionals

OCTOBER 2-3, 2008: MINNEAPOLIS, MN
OCTOBER 16-17, 2008: ORLANDO, FL



Now what?

Knowing *what* to do with your research data is the key to its effectiveness.



Approved for
PRC Credit

THE BENCHMARK IN RESEARCH TRAINING FOR OVER 33 YEARS

A

A Market Research Workshop Analyzing & Reporting Questionnaire Data

BRIDGE THE GAP BETWEEN THEORY & PRACTICE

Each Day
SESSIONS
8:30 am –
4:30 pm

● **YOU WILL LEARN TO:**

- Master understanding of statistics
- Prepare research reports that get used
- Interpret results of statistical analyses
- Manage the analysis & reporting process

● **BENEFITS OF ATTENDING:**

- Acquire skills you can use immediately
- Build confidence in your research skills
- Bridge the gap between theory and day-to-day work
- Valuable workbook & guide to selecting appropriate statistics

DAY 1: ANALYSIS SOLUTIONS

PLANNING YOUR ANALYSIS:

- How to develop a data analysis plan driven by your research purpose
- Analyzing responses to open-ended questions
- Avoiding 10 common analysis disasters
- Translating management goals into analysis
- Making certain that questions are appropriate for your desired analyses

SOFTWARE HINTS FOR SURVEY ANALYSIS:

- Computer software that goes beyond tabs and banners
- Selecting the right computer software for your needs
- Software for web surveys
- Widely used computer software packages for surveys
- Powerful software tools for analyzing your data

UNDERSTANDING STATISTICS:

- Taking the mystery and fear out of statistics
- Step-by-step guide for choosing the best statistics
- Statistical tests – what they mean in simple language
- How statistics can help you make decisions more easily
- Mastering statistics

MULTIVARIATE ANALYSIS TOOLS:

- Easy-to-understand introduction to multivariate analyses, including perceptual maps, conjoint analysis, and choice modeling
- Learn when to use multivariate procedures
- Practical uses of common multivariate techniques

DAY 2: CASE STUDY APPLICATION

CASE STUDY: MAKING ANALYSIS DECISIONS:

- Choosing the right statistical analyses
- Work with a case study involving customer satisfaction data

CASE STUDY: INTERPRETING STATISTICAL RESULTS CORRECTLY:

- Explaining complicated data in simple language
- Translating statistics into meaningful action
- How to interpret computer printout — separating the wheat from the chaff

MAKING DECISIONS CORRECTLY WITH DATA:

- When and how to weight data
- Creating scores and indexes to enhance decision-making
- Creating useful summary measures

CASE STUDY: COMMUNICATING RESULTS EFFECTIVELY:

- Writing research reports that people will read
- Easy-to-follow guidelines for presenting data
- Constructing data tables that people will understand
- The 3 essential components of any research report
- “A picture is worth 1,000 words” – the power of graphics
- How to prepare effective oral presentations
- How to use graphics effectively
- Hints for telling the “story” in your data
- Getting to the essence of your research

THESE TWO-DAY WORKSHOPS ARE INTENSIVE LEARNING EXPERIENCES WITH ACTIVE PARTICIPANT INVOLVEMENT, TAUGHT BY EXPERTS WITH ACADEMIC CREDENTIALS & OVER 30 YEARS OF MARKET RESEARCH EXPERIENCE.

Register On-line at www.ana-inc.com or Call 1-800-678-5577



WORKSHOP LEADERS

THESE WORKSHOPS ARE TAUGHT BY EXPERTS IN THE FIELD:

Jack and Marsha are internationally recognized experts in market and survey research and the principals of Anderson, Niebuhr & Associates, Inc. Each of them has over 30+ years of experience conducting a wide range of market research studies for business, health care, government, education, and nonprofit organizations.



John (Jack) F. Anderson, Ph.D.
President



Marsha A. Niebuhr
Vice President

They are co-authors of the widely used textbook on survey research, *Questionnaires: Design and Use*, are adjunct faculty members at the University of Minnesota, have served as instructors for the American Marketing Association School of Marketing Research at the University of Notre Dame, and have published research articles in a variety of professional journals and publications, including *Journal of Marketing*, *Journal of Applied Psychology*, and *Marketing News*.

Anderson, Niebuhr & Associates, Inc. is internationally recognized for its expertise in custom-designed research services and for providing exceptional customer service. Anderson, Niebuhr & Associates, Inc. is a premier provider of marketing research services and training.

For more information about the company, its research services, or on-site workshops, visit: www.ana-inc.com, or call (800) 678-5577, or e-mail us at info@ana-inc.com.

What people are saying about our workshops:

"The statistics tutorial was fantastic – you made it very easy to understand/master." — Meredith

"Very informative. The things I learned can and will be used when I return home." — Albert

"Specific applications & real life experiences were explained. This made it much easier to apply concepts." — Sarah

FEES & ACCOMMODATIONS

REGISTRATION FEE: \$895 for two days. Please call for discounts on groups of 3 or more. The registration fee includes attendance and workshop materials, but not accommodations or meals. Registration fee is tax-deductible. Enrollment is limited so please register early.

EARLY BIRD DISCOUNT: \$50 discount on each registration received before the Early Bird deadline. Deadline is 6 weeks prior to workshop: 8/21/2008 for Minneapolis workshop and 9/04/2008 for Orlando workshop.

ACCOMMODATIONS: Continental breakfast provided; other meals and rooms are at the participant's expense.

- To make a room reservation, call the hotel directly. Mention the workshop for reduced room rates.
- The cut-off dates for reduced room rates are: 9/10/08 for Minneapolis and 9/15/08 for Orlando.
- **Minneapolis:** Radisson Plaza Hotel
35 South 7th Street
Minneapolis, MN 55402
Reservations: 800-333-3333 or 612-339-4900
Room rate: \$159 Room cut-off: 9/10/08
- **Orlando:** DoubleTree Castle Hotel
8629 International Drive
Orlando, FL 32819
Reservations: 800-952-2785
Room rate: \$149 Room cut-off: 9/15/08

Does your knowledge of questionnaire data stack up well?



Approved for PRC Credit

2009 ANDERSON-NIEBUHR WORKSHOPS

Questionnaire Design & Use (Spring 2009) / Analyzing & Reporting Questionnaire Data (Fall 2009)

Dates to be determined. Look for updates at www.ana-inc.com or complete the form on the reverse to be added to our workshop mailing list..

Registration Form: 5 Easy Ways to Register

YOU WILL RECEIVE A CONFIRMATION LETTER WITHIN 10 DAYS OF RECEIPT OF REGISTRATION

- 1 **MAIL:** Anderson, Niebuhr & Associates, Inc.
6 Pine Tree Drive, Suite 200
Arden Hills, MN 55112-3747
- 2 **FAX:** Seminar at 651-486-0536
- 3 **CALL:** 800-678-5577 or 651-486-8712
- 4 **E-MAIL:** Seminar@ana-inc.com
- 5 **ON-LINE:** www.ana-inc.com

Registration Fees:

\$895 per person

Early Bird Discount:

\$845 per person

Sessions are 8:30 a.m.
to 4:30 p.m. each day.

Check seminar you will attend:

- OCTOBER 2-3, 2008**
Minneapolis, MN
Radisson Plaza Hotel
35 South 7th Street
Minneapolis, MN 55402
- OCTOBER 16-17, 2008**
Orlando, FL
DoubleTree Castle Hotel
8629 International Drive
Orlando, FL 32819
- I can't attend, but
please add me to
your mailing list for
future workshops.

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Organization _____

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5



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Please share this important dated announcement with persons involved in market research, customer satisfaction, health care research, training, and other people who conduct surveys.

Come To Our Analyzing & Reporting Questionnaire Data Workshop!



Now what?

Knowing *what* to do with your research data is the key to its effectiveness. Our workshop gives you the real-world knowledge that will have you finally saying, "Yes, I get it!" With over 30 years of experience, our step-by-step process for understanding statistics and finding the "story" in your data will help you be more successful. Simplify your life with an intensive learning experience that will help keep you on top of things. Before it starts to pile up, call us at 800.678.5577 or register on-line at www.ana-inc.com!



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This workshop is an intensive learning experience consisting of lectures, small group work, and case studies. Participants will also benefit from comprehensive workbooks and take-home materials. Enrollment is limited to provide ample time for questions individual participants have.