



The Travel & Tourism Research Association (TTRA) Educational Webinar Series:

Best practice in online panel management – an introduction to MicroPanel

Featuring: **Rudly Raphael**

Thursday, May 19, 2011 at 10:00AM–11:15AM (US Eastern Standard Time*)

For time zone visit: <http://www.timeanddate.com/worldclock/>

can't attend...also available to purchase and view at your convenience (see registration details below)

Session Overview:

With more than 75% of the US population currently online, combined with an astounding global internet penetration, it's no surprise that more and more organizations are developing and managing their own custom online panels. A pre-recruited online panel community will keep your customers engaged, increase response rate, provide better data quality for your research and marketing initiatives and most importantly, reduce project cost.

While a proprietary panel has strong benefits, the elements of design, management, maintenance and the selection of an effective panel management solution are critical to the health of the panel.

If you're considering an online panel management solution but don't know where to begin, or have been hindered by:

- Expensive software licensing fees
- Outrageous survey data collection charges
- Platforms that require extensive IT expertise to manage your panel
- Solutions with pretty graphics, but anemic in panel management features
- Solutions that are just "overkill"

Join us for a one hour webinar to learn how Survey Analytic's MicroPanel solution can help your organization in developing a cost effective custom panel of your existing customer database without the IT bottleneck.

The one hour session will cover various features of MicroPanel, including:

- Panel creation
- Member portal customization
- Panel utilization statistics
- Member management
- Incentive design and management
- An array of Survey Analytics products (Mobile, Ideascale, MicroPoll) that can be integrated seamlessly into the panel management system
- Managing multiple panels
- Sample selection and management
- Custom profiling
- Link tracking

We will also discuss **CONFIDENCE SCORE** - A patent pending solution integrated within MicroPanel designed for the selection of more accurate and richer sample, which ultimately improves survey data quality.

Space is limited – see below for registration details.

Featured Speaker

Presenter: Rudly Raphael, Vice President - Panel Solutions at Survey Analytics, has more than 12 years of professional experience in the online market research industry. Prior to SurveyAnalytics, he was Director of Online Research for the Cunningham Research Group. As Director of Online Research, Mr. Raphael was the architect responsible for coordinating initiatives to plan and develop Cunningham's Online Research infrastructure. He was responsible for implementing internal IT system infrastructure to streamline business processes, channel communication, survey analysis and design, and implemented marketing strategies to build an online consumer panel consisting of more than 1,000,000 members, after less than 6 months in operation.

Rudly has designed and implemented sophisticated in-house CRM and customized research solutions. As Vice President of Panel Solutions, he oversees all aspects of research logistical design involving quantitative methodology. Rudly attended Wentworth Institute of Technology, majoring in Electrical Engineering. He's also a graduate of Harvard University.

Announcement: [www.ttra.com \(resources/TTRA Educational Webinar Series\)](http://www.ttra.com/resources/TTRA_Educational_Webinar_Series)

Register on-line: www.ttra.com (Members, log or join/visitor), *Select Purchase Webinar*

<https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=TTRA&WebCode=LoginRequired>

Session Fee: TTRA Members \$20.00, non-members \$50.00

About The TTRA Educational Webinar Series

The Travel and Tourism Research Association (TTRA) is a non-profit professional association whose major purpose is to increase the quality, value, effectiveness and use of research in travel marketing, planning and development. Our association strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries.

The TTRA Educational Webinar Series is teleconference based sessions presented by leading experts from around the world. Members and non members are invited to participate. For more information on TTRA or to join as a member see our website at www.ttra.com or contact **Connie Brauer** at cbrauer@ttra.com.