

FOR IMMEDIATE RELEASE**Centrac to Speak on Online Qualitative Methods at AMA Market Research Conference**

ROCKVILLE, MD, April 27, 2009 – Centrac DC is pleased to announce we will be presenting at **The American Marketing Association 2009 Annual Marketing Research Conference, *Making Business Sense for What's Next!*** More than 600 research professionals attended the 2008 Conference, and this year's show promises to be even more successful.

**State of The No Fly Zone 2009:
Virtual "Venues" for Conducting Qualitative Research**

This program is appropriate if you are involved with Marketing Research for:

- Advertising research
- Ethnography
- Usability
- New product research
- Product evaluation
- Product development
- Concept development
- Concept evaluation
- Brand equity research

Virtual "venues" for conducting qualitative research have rapidly become an accepted means of gathering data. This is largely due to an increase in comfort and familiarity on the part of both the researcher and participants with the methodology and tools (e.g. the Internet, webcams, online communities/social networking). It is also due to an overall increase in broadband Internet access, the number of different things for which people use the Internet, and the overall amount of time people spend on the Internet in general. While there will always be a place for in-person qualitative research, online technologies facilitate a variety of interaction that is not generally possible in traditional settings. This leads to a more robust experience, and richer data. Come learn the 5 Ws (Who, What, When, Where, Why) and How to conduct virtual qualitative research.

Our 2008 presentation was "Standing Room Only" at the AMA Annual Marketing Research Conference, and received very high ratings from those in attendance. Our updated presentation covers methodological and technological advances, and provides additional focus on choosing between the various virtual methodologies.

The conference is scheduled for JW Marriott Resort & Spa in Palm Desert, CA from October 4-7, 2009. Our presentation is **Tuesday, October 6 from 2:10 – 2:50 p.m.** For more information, see: <http://www.marketingpower.com/research>

If you will not be able to register for the entire conference but would like to attend our session, we may be able to make special arrangements for you. We may also be able to make special arrangements for you to attend our presentation at another time. **To make special arrangements, or learn more about Centrac DC, or our presentation, please call Jeff Adler at 301-840-3850.**

About Centrac

Originally part of the Centrac family of marketing research companies, founded in 1971, Centrac DC is one of the country's Leading Market Research Companies. Our national client base includes a broad spectrum of Fortune 500 and other companies.

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