

The Mobile Phone Perfect For Consumer Research

Contributed by Globalpark
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Dr Liz Nelson, one of the keynote speakers at this month's Mobile Research Conference, believes that the mobile phone is the ideal platform for consumer research.

As Executive Chairperson of Q Research, one of the first companies in the UK to use the mobile phone as a research platform, Liz has direct experience of the benefits of the approach and will be using examples to illustrate her views.

Q Research has been able to take advantage of the benefits that the mobile/WAP online platform offers to research consumers, and in particular the elusive youth market.

The ability to access niche audiences, speed of response and the ability to share photos are just three of the benefits it offers. During my presentation I'll be sharing some impressive response rates from the youth audience in our various research projects and real examples of how the mobile is a perfect fit for consumer research.

As a gold medal holder of the Market Research Society, Liz is ideally placed to discuss the role of industry standards and best practice for this emerging technology. The key topics she'll address include the need for training, recruitment, data protection and interactivity.

Dr Liz Nelson will be speaking on day two of the Mobile Research Conference in London on 16-17 February 2009. Hosted by Globalpark, a leading provider of online feedback software and mobile research technology, the agenda will address the opportunities and challenges presented by the evolution of the mobile as a research platform. Over a day and a half delegates will hear the experiences, perspectives and techniques of market researchers from both corporate and academic backgrounds. www.mobileresearch09.com

About Globalpark

Globalpark, headquartered near Cologne and with offices in London, New York and Vienna, is one of the leading international suppliers of online feedback software for market research, human resources, marketing and customer-relations management. Within the German-speaking world, Globalpark is market leader in these fields. More than 1,000 satisfied clients worldwide use Globalpark software. Over 350 of these clients are international groups, leading market research institutes and consulting firms. Globalpark's customers include renowned companies such as Continental, Daimler, Deutsche Lufthansa, Deutsche Telekom, the GfK Group, Siemens, Warner Music and Wrigley. Please visit www.globalpark.co.uk for more information.

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