

Globalpark Announces Third Annual Mobile Research Conference:

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18-19th April 2011 in London

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London 4th November 2010: Globalpark, a leader in feedback management software solutions, is delighted to announce that its annual Mobile Research Conference (MRC 2011) will take place 18-19 April 2011 in The May Fair Hotel central London.

Now in its third year, MRC 2011 (www.mobileresearchconference.com) is set to be the best yet.

Chairing the Programme Committee is Dr Liz Nelson, an early champion of the mode with significant experience to share. A compelling combination of the commercial and academic researchers round out the committee and include: Dr Michael Bosnjak, Free University of Bozen-Bolzano; Dr Lorenz Gr  f, CEO, Globalpark; Guy Rolfe, Kantar Media; Paula Vicente, ISCTE-Lisbon University Institute and Richard Windle, Research Consultant, Samson Research (formerly of Ipsos-MediaCT).

The 2-day programme will debate best practices and explore enriched insights through mobiles, including geo-location, surveytainment and mobile ethnography. Case studies will showcase how leading brands leverage mobile phones to engage individuals, and capture more immediate, in-the-moment feedback.

To be part of MRC 2011, submit a paper for consideration at <http://bit.ly/MRC11CFP> by 6th December 2010. For more information, or to register now to guarantee the substantial Early Bird discount, visit www.mobileresearchconference.com and enter promotional code EARLYBIRD for 20% off list price of the main event through the end of the year. Here you will also find ways to stay in touch, and past event media coverage and presentations.

About Globalpark

For further information, please visit www.globalpark.com

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