Research & Results 2013 Market Research Trade Show Convinces National International Audience

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Two days, one location: At the Research & Results 2013, visitors were able to experience what top market research has to offer. Over 140 exhibitors from 16 countries were represented at the national and international market research trade show this year. At the booths and in 91 workshops, high-calibre experts presented to more than 3,000 participants the latest topics and trends of the industry. The trade show was given top marks in the visitor survey.

The Research & Results 2013 trade show met with positive response in every respect. The leading international trade show for market research recorded more than 3,000 participants, who attended the event to inform themselves about the latest industry topics and trends from the more than 140 exhibitors from 16 countries. With 91 workshops and eight guided tours, the trade show also had a convincing congress programme. Visitor survey reveals top marks Visitors give trade show top marks: 85 per cent were (very) satisfied, as can be seen from the visitor survey conducted by Foerster & Thelen. According to this survey, the three main reasons why visitors attended the trade show were to gain general information about market research (50 per cent), make new contacts (45 per cent) and maintain existing contacts (45 per cent). The primary motivation of trade show visitors is thus still business networking and content. Successful accompanying programme The crowd-pullers are still the exhibitor workshops. In 91 workshops, market research experts spoke about the latest trends, approaches and tools. Trend topics such as social media, mobile research and research communities were met with positive response and quite often drew up to 130 visitors to the workshop rooms. Front-runners were also the always popular topics branding and customer loyalty. In the world-famous Hofbrauhaus in Munich almost 400 guests from home and abroad gathered in the evening of the first day of the trade show. Accompanied by Bavarian beer, traditional specialities and good old Bavarian live music, visitors celebrated into the late evening. Global meeting place For international customers too, Research & Results has become an essential on the event calender. Twelve per cent of the visitors and almost 30 per cent of the exhibitors came from abroad. "Our strategy to expand Research & Results into a global hotspot is bearing more fruit every year â€“ this is clearly reflected in the visitor and exhibitor numbers," says Heinrich Fischer, Managing Director of the organising company.

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