



# Warm up at the AMSRS WINTER SCHOOL 2010

# EXCLUSIVE SPONSORSHIP OPPORTUNITY

We are offering an exclusive partnership with the AMSRS from just \$9,900 (inc GST)

## What is Winter School?

Winter School offers 2 days of intensive training of key skills, essential to the practice of market and social research.

When: Thursday 8 July 2010 – Friday 9 July 2010 Where: The Vibe Hotel, North Sydney

Winter School provides a broad range of topics to meet the needs of researchers specialising in different fields and with different interests and skills levels. Winter School is suitable for all researchers, from junior levels to the most senior practitioners. There is the opportunity to acquire up-to-date knowledge with minimal time commitment. It provides an enhanced perspective on the emerging and ever-changing role of the researcher in today's marketplace. Participants will improve their ability to deliver results through an extended skill set and a broader understanding of the various techniques used in their chosen study area.

A different topic can be selected from each day's offering to meet your individual requirements.

Day 1 – Thursday 8 July	Day 2 – Friday 9 July
Methods of collecting qualitative data with Moira Callard	Methods of analysing qualitative data with Vicki Arbes
Foundation in statistics with Stephen Prendergast	Segmentation with Sara Dolnicar
Ethnography with Charlie Cochrane	Measuring advertising effectiveness with John Rossiter
From researcher to trusted partner with Julia Zivanovic	On-line research opportunities with Chris Sadler, Andrew Povolny and Prashant Hari

Correct as at date of printing

## As the exclusive sponsor for Winter School 2010 your company will:

- Receive 3 free registrations to Winter School with your choice of any of the sessions on both days 1 and 2 offered.
- Be acknowledged in the Winter School brochure (on the front cover), which will be circulated to all members and friends of the Society in April this year.
- Be acknowledged as the Major Winter School Sponsor 2010 on the AMSRS website and on all course promotional materials, print and electronic, by incorporating your company logo.
- Have an opportunity to display your company banner at the event which will attract more than 100 attendees. Be able to insert a company brochure or information into the workbook folder.

**THE COST TO BE EXCLUSIVE SPONSOR IS \$9,900 (INCL GST)**



Part of the  
AMSRS  
Professional  
Development  
Program

Register your interest by completing the Winter School Sponsorship Booking form found overleaf or on [www.amsrs.com.au](http://www.amsrs.com.au) by 5pm 12 March.

Australian  
MARKET & SOCIAL  
RESEARCH SOCIETY





AMSR'S WINTER SCHOOL  
Vibe Hotel, North Sydney | 8 - 9 July 2010

# SPONSORSHIP BOOKING FORM

**I would like to register my company's interest in becoming the exclusive sponsor of winter school 2010.**

**WINTER SCHOOL SPONSOR - \$9,900 (incl. GST)**

Applications for sponsorship will only be accepted from individuals/ companies who have completed a Sponsorship Booking Form that is received at our office prior to 5 pm on 12 March 2010.

**Please note:** If there is a draw (same bid amount) on the highest bid, after the close of tender, the relevant (draw) bidders will be approached to submit a final bid.

**The Winter School Sponsorship** will be awarded to the bidder with the highest bid.

**Please Note:** Sponsors are required to confirm on behalf of their company that it and its employees will abide by the AMSRS Professional Code of Behaviour and associated codes and policies.

Name of sponsor .....

Signature.....

Title (please circle): MR MRS MS DR Other.....

Name:.....

Company:.....

Address: .....

Payment Details:  Cheque Enclosed  Payment by EFT  Credit card:

Please charge to: Mastercard Visa Amex Diners

Card Number:

Name on card:..... Date of payment / /

Signature:..... Corporate Card: Yes / No

*\* All prices include GST.*

Fax to: **02 9571 5944**

Or mail to: Australian Market & Social Research Society  
Level 1, 3 Queen St, Glebe NSW 2037

Enquiries: Contact John Scott, Professional Development Manager on 02 9566 3104  
or email john.scott@amsrs.com.au

*Please note:  
a 5% surcharge  
now applies  
for AMEX and  
Diners cards.*

**The bank details for EFT are as below**  
Commonwealth Bank of Australia  
Account name: Australian Market  
and Social Research Society  
BSB: 062-217  
Account Number: 0080 3399