

# Innovation Driven Insight

## iReach Industry Briefings 2008

iReach is regarded as a leader in the Irish marketplace when it comes to adopting new technologies and research techniques to drive insights and improve business performance for clients. As thought-leaders in this field, iReach is hosting a number of seminars during July to introduce you to these technologies and how they can help make you make informed business decisions. The seminars will include commentary from iReach analysts, case studies and opportunities to see how these new technologies work to get a real sense of just how valuable new approaches can be to Marketing or Research projects.

### Seminar Content:

- On-line Research: Opportunities and challenges for decision makers
- Employing stimulation techniques to generate insights
- Online research and Focus Groups: New technology, trusted approaches
- Ditch the clipboard: technology as a data collection medium.
- Changing online demographics in Ireland

### Key Benefits:

**LEARN** about new innovations in the technology and business world.  
**IMPROVE** your understanding of new technologies and how they can benefit you and your business.  
**APPRECIATE** the changing dynamics of business with these new technologies  
**ACQUIRE** skills, knowledge and inspiration to use these technologies to help benefit you and your consumers.  
**NETWORK** with other executives from across the Irish Marketplace.



**Who should attend**  
Marketing Professionals, Brand Managers and Research Managers and professionals in all sectors

**Upcoming Dates**  
July 24th 2008 at 3:30pm  
(Refreshments Provided)

July 25th 2008 at 12:30pm  
(lunch Provided)

**Location**  
Grattan House,  
Temple Road  
Blackrock  
Co. Dublin

**Admission is free**

**Registration:**  
Please call Brooke Swensen  
01-210 7000 or mail  
brooke@ireach.ie

**Also available as  
live Webinar**

