



**Luncheon Event: November 19, 2009**  
**The Essentials of Ethnography**

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Presented by Joanne Kaplan

*GfK Custom Research*

Although ethnography isn't new, there are still people who are not entirely sure what it is. Ethnographic studies combine in-depth interviews and onsite observation to paint a detailed picture of consumers in their social context. Grounded in the social sciences, ethnographers do not simply interview people sitting around a table in a focus group facility. Rather, situations, environments, activities, relations, interactions, and processes are at the core of these studies.

After reading about what ethnography is, and what it isn't, I think I've hit upon the perfect ethnography study. Of course, I would want Joanne to take me with her to Italy when she implements my idea. I think it would be fascinating to see... Wait. I don't want to give away my idea for free. But trust me, it is a winner!

**What will I learn if I attend?**

- What is ethnography? How do you present it to potential clients?
- When is it a good option?
- How real clients have used the technique and what they have gained.
- How ethnography can provide greater, richer detail about your target audience.

This fun and informative event will be held Thursday, November 19, from 11:00 am to 1:00 pm. Lunch is from 11:30-12:00 pm and the presentation from 12:00-1:00 pm.

Doubletree  
1500 Park Place Blvd.  
St. Louis Park, MN  
651-287-2018

The price for the event is \$40 for MRA members, \$50 for guests, and \$15 for students enrolled in a higher education program and not currently employed in a research position.

Please let us know as soon as possible that you'll be joining us. This program will qualify for 1 hour PRC for Research. Just send an email to [cduling@questarweb.com](mailto:cduling@questarweb.com) and she'll register you and your guests.