



Catch the Wave

~ be ahead of the times ~

2008

JMRA Annual Conference

26th Nov, 2008 10:00am – 7:30pm
in Tokyo (Japan)

Hyatt Regency Tokyo

with simultaneous translation service of English

Japan Marketing Research Association

Program

Wednesday, 26 November 2008

9:30a.m. Registration

| | |
|-----------------|--|
| 10:00 – 10:25 | Opening, address Announced by Takashi Makita, introduce the hosts |
| 10:30 – 11:00 | Presentations selected from public applications I What's the Key for BtoB marketing communications ? — Suggestions out of the survey for IT specialists. — Toshihiko Muranaka Nikkei BP Consulting, Inc. |
| 11:00 – 11:30 | Presentations selected from public applications II Report on current situation of Web Research in China — Through the comparison by cooperative research in China and Japan — Jinning, Liu INTAGE Inc. Collaborate with Sato toshio INTAGE INTERACTIVE Inc. |
| 11:30 – 11:40 | Question-and-answer session |
| 11:40 – 13:10 | Lunch time |
| 13:15 – 14:05 | Lecture Marketing Communication of Google/YouTube Norihiro Takahiro Google Japan Inc. |
| 14:10 – 14:40 | Presentations selected from public applications III Dietary Environment Outlook in Japan based on Generational Analysis Takashi Kobayashi Research and Development, Inc |
| 14:40 – 15:10 | Presentations selected from public applications IV Mobile photo research that uses advanced monitor management technology — Consumer's wave can be felt. — Yuu Ozaki DENTSU RESEARCH INC. |
| 15:10 – 15:40 | Presentations selected from public applications V An action-focused approach of segmenting the public/consumers for environmental communication Daisuke Goto NORD Institute for Society and Environment Ryo Soda NORD Institute for Society and Environment |
| 15:40 – 15:50 | Question-and-answer session |
| 15:50 – 16:30 | Break |
| 16:30 – 17:30 | Basic lecture Chizuko Ueno Professor of sociology at Tokyo University |
| 17:30 – 17:40 | Closing of the Program Norio Taori Chairman of JMRA |
| 18:00 – 19 : 30 | Farewell Party |

Registration

| PAYMENT | JMRA Members | Non- Members |
|---------|--------------|--------------|
| | 18,900 YEN | 24,150YEN |

Fee includes

- Lunch
- Farewell Party
- Simultaneous translation service of English

Venue

[Hyatt Regency Tokyo](#) (Tokyo, Japan)
B1F Century room

Method of Payment

Pay in cash only
(You can pay at the reception desk on 26th Nov,2008)

- If you are unable to attend, a substitute may attend in your place.
- You can not request a refund after your payment.
- We'd like to ask you to pay in Japanese yen.

Registration form

Name : _____ Gender : _____
Company/Organisation : _____
Adress : _____
Postcode : _____ Country : _____
Tel : _____ Fax : _____
e-mail _____

Do you want to get information from JMRA by e-mail? Yes No

Application deadline: 14th Nov, 2008

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|--------|-------------------------------|
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