

# 2009 Marketing Roundtable

## JUNE 9: INSIGHT GATHERING & CAMPAIGN MEASUREMENT

5:00 pm - Registration/Networking, 5:40 - 7:00 pm - Program

### How Effective Research Techniques Can Help Your Brand Breakthrough

**Moderator:** **Scott Hauman**

Director, Brand Strategy  
Daggerfin

shauman@daggerfin.com  
twitter.com/daggerfin  
www.daggerfin.com  
248.659.1010



With over 15 years experience in both agency and client environments, Scott helps companies transform their brands to take advantage of what lies ahead through the seamless integration of strategy, design, media, marketing and research. His corporate and product branding experience includes category leaders such as AlixPartners, La-Z-Boy, Certified Angus Beef, NuStep, Terumo CVS, Federal-Mogul, Chrysler Financial, Yale University, and the University of Michigan Health System.

Daggerfin is a nimble, creative partner helping companies shape, express, and propel their business strategy. Headquartered in Rochester, Michigan, Daggerfin delivers competitive edge by forging deep thinking with cutting design.

**Panelists:** **Lori Dixon, PhD.**

Principal,  
Great Lakes Marketing

**Marc Paulenich**

Managing Director of Insights,  
Teach for America

### Program Description

Learn how to utilize effective insight gathering and measurement techniques to help impact your operations and boost brand performance. This session will review proven research methods and strategies, within the framework of real studies, to help your brand win in the marketplace.

### Who Should Attend

Business owners, marketing leaders, sales directors, operations and customer service managers.

### Location & Registration

SPARK Central, 330 E. Liberty, Lower Level, Ann Arbor, MI 48104  
Register at [www.AnnArborUSA.org/events](http://www.AnnArborUSA.org/events) or call 734.761.9317.



*SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.*