



**Market Research Experts Converge in Seattle to Share Insights**  
Ipsos Knowledge Summit Offers "Best in the West" in Research Leadership

**Seattle, WA, April 10, 2009** – How can market research drive cost effectiveness and innovation in today's new market reality? That is the question being probed by Ipsos researchers at an upcoming research summit in Seattle. The event, being held the afternoon of Thursday, April 23 at the Seattle Asian Art Museum, will examine a comprehensive cross section of market research trends, techniques, and tools designed to better help marketers make wiser, more informed decisions.

"This year's Ipsos Knowledge Summit brings together some of the best minds in market research, offering outstanding insight and analysis into what is happening in today's changing environment," says Brett Tucker, Vice President with Ipsos Loyalty in Seattle. "It is an excellent opportunity for Seattle area marketers to learn about the latest developments in research and better understand the critical importance good market research has on their bottom line performance."

The third annual Ipsos Knowledge Summit brings to Seattle an impressive array of senior level Ipsos researchers discussing a variety of crucial topics.

- Majid Khoury from Ipsos ASI will present on driving brand success through emotional association
- Tony Cosentino from Ipsos Loyalty will discuss ways to drive profitable loyalty
- Stephen Bohnet from Ipsos Vantis will profile how optimization research can be upgraded from share of preference modeling to market predictions
- Mary Kaye O'Brien from Ipsos Marketing will share insights on how research can help make progress in a recession
- Adam Wright from Ipsos Media CT will share trends in consumer technology and media
- Mark Burles from Ipsos Public Affairs will discuss how public opinion matters in the current global economy

Attendance is free, however, registration is required. Interested participants can register online at: [http://www.ipsosmarketing.com/knowledgecenter/events/event\\_090423.aspx](http://www.ipsosmarketing.com/knowledgecenter/events/event_090423.aspx)

"We certainly welcome our clients and any interested marketer in the Seattle area to attend this informative and insightful discussion on research," concludes Tucker. "In this challenging economy, we know that having the best research in hand helps to make the most of navigating through the tight spots to ultimately finding success."

**For more information on this news release, please contact:**

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Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999.

In 2008, Ipsos generated global revenues of €979.3 million (\$1.34 billion U.S.).

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