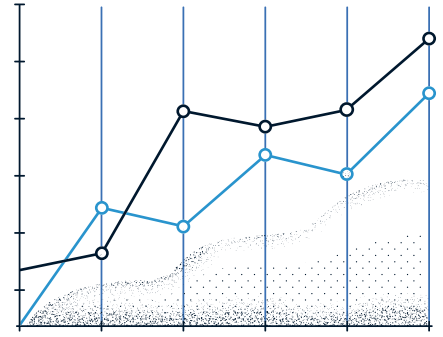


# FOCUS GROUPS AT EVENTS

## WHY IN-PERSON FOCUS GROUPS?

Focus groups are a reliable qualitative marketing research tool that helps B2B products and service providers understand their target markets. **In-person** focus groups produce even more engagement and interaction, creating better results and delivering a stronger ROI.

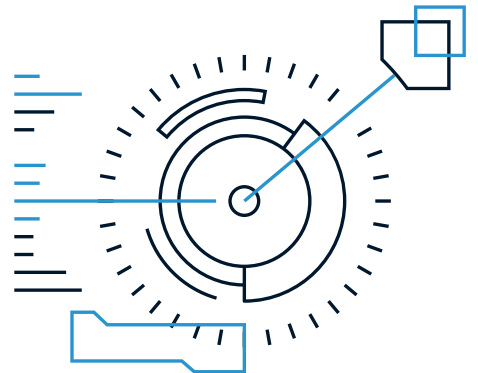


## HOW DO THEY WORK?

Our qualified moderator leads a structured research session to stimulate a vibrant discussion where respondents can share experiences, comfortably make positive and negative comments, and interact to create new ideas and insights about the topic(s).

## FOCUS GROUPS AT INDUSTRY EVENTS

In-person focus groups at industry conferences and exhibitions deliver unique access to a diverse and qualified respondent pool. In one location, you have access to event attendees who hold multiple roles within the industry and are from varying locations throughout the country.



## SUCCESS STORY

Through the insights gathered during an in-person focus group at a recent industry event, we helped a client collect the data necessary to achieve buy-in from their stakeholder team to invest in areas that would significantly impact efficiency and improve the business's bottom line.



**"The information garnered from the Focus Group led by Jim has been unbelievably valuable in guiding our understanding and strategy in developing solutions to enable network deployment better. "**

**-Construction Executive**

**ARE YOU INTERESTED IN LEARNING MORE?**  
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