

# SAVE THE DATE

A Joint Event of the Philadelphia Chapters of IA & QRCA



## Qualitative Research 2025: What does the future of qualitative research hold?

Business needs change, consumers change, and so does technology. Yet one thing remains the same, businesses need to hear the voice of the customer and qualitative research is uniquely poised to deliver that voice. So how will users and practitioners of qualitative research harness market trends to be successful in the future? In what ways will technology continue to impact what qualitative methodologies look like?

Come into the future with the Philadelphia Chapters of the Insights Association and Qualitative Research Consultants Association. Join us for an engaging conference consisting of 5, 30-minute presentations followed by a panel discussion focused on the future of qualitative research. Please join us for a networking event to follow after the conference.

EVENT DATE: Thursday, May 10th, 2018

TIME: 11:30 AM – 5:30 PM (Networking event to follow after)

LOCATION: Convene @ the Cira Center (2929 Arch St, Philadelphia PA, convenient to 30th St Station)

Please visit [www.philadelphiamra.org](http://www.philadelphiamra.org) or contact Kim White at [kwhite@focusfwd.com](mailto:kwhite@focusfwd.com) for more details

Registration Options:

IA/QRCA Members: \$145 Non Members \$165 Full Time Students: \$135