



Event Name: Qualitative 360 Singapore

When: October 1 & 2, 2014

Where: Ramada Singapore at Zhongshan Park, 16, Ah Hood Road, Singapore 329982

Organization: Merlien Institute

Website: www.qual360.com

Contact: Jens Cornelissen - jens@merlien.org

Event description:

Top brands and qualitative research experts to gather in Singapore for QUAL360 Asia 2014

Qualitative 360 Asia will take place on October 1 & 2 in Singapore. Building on the continued success of the only leading global conference series focusing on qualitative research and insight. QUAL360 will feature world class speakers, cutting edge discussions and a review of the latest methodologies, tools and case studies available

Speakers at QUAL360 Asia will include top marketing researchers from multinational companies, international think tanks and the world's most innovative research agencies.

Hear how Kimberley-Clark is using qual to define new growth strategies

Discover how Nokia is reaching and getting closer to the ubiquitous Gen Z successfully

Find out how Merck avoids drowning in information overload from online focus groups

Understand how Singtel is marrying qual and quant research to create actionable insight

Hear from Dorel on how they leverage qual insights for global branding and innovation

Trusted by over 1000 delegates around the globe, this is the qualitative event not to be missed!

In 2014, Qualitative 360 Asia will be as engaging as ever, with brainstorming workshops, panel discussions, networking receptions and of course a program that challenges the status quo and brings together the leaders in qualitative research.