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Opinion Research Corporation to be Platinum Sponsor at the Upcoming Global Market Intelligence & Insights 2009 Conference

Opinion Research Corporation (ORC) has taken the lead sponsorship role at the 2009 Global Market Intelligence & Insights conference, produced by Marcus Evans Conferences and to be held in Singapore on May 21 and 22. As the Platinum Sponsor, ORC will Chair the conference in addition to providing content for two conference sessions and hosting a networking luncheon for attendees.

“We’re very excited about the opportunity to network with our colleagues in Singapore.” said Greg Wayman, Regional Managing Director of Opinion Research Corporation - Asia Pacific who will also chair the first day of the conference. “This is a unique opportunity for us to the share experiences, strategies and best practices with our clients throughout Asia to help them navigate through these tough economic times.”

During the first day of the conference, Paul Chong, Regional Director - Asia Pacific will present a session titled ***Recession Busting: Leveraging Market Intelligence Strategies to Innovate Through the Recession and Beyond***. This interactive session will provide real-world examples and smart strategies session attendees can leverage to not only survive the recession, but to emerge stronger from its aftermath.

On the conference’s second day, Neil Stubbings Director - Qualitative & Financial Services Research at ORC will present ***Re-Engineering Market Intelligence Strategies to Maximise ROI and Short-Term Revenue Growth*** along with Rebecca Morsman Strategy, Marketing & Customer Segmentation at ANZ Australia. This session will present a tangible case study outlining how ANZ Australia and Opinion Research Corporation are working together to re-engineer how the bank gathers and integrates marketing intelligence from its commercial customers.

“In these uncertain times it’s critical that all organisations focus on strategies which can help them in the short-term in addition to laying the groundwork for future growth.” added Mr. Wayman. “Both sessions presented by ORC will provide actionable insights session which attendees can use as soon as they return from the conference.”

More information about the 2009 Global Market Intelligence & Insights Conference and the sessions hosted by Opinion Research Corporation is available by emailing info@nwcopinionresearch.com.

About Opinion Research Corporation

Opinion Research Corporation, an *infoGroup* company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. In addition to its work on behalf of clients, ORC’s research is seen around the world through the CNN/Opinion Research Corporation Poll[®] and through its partnership with NYSE Euronext on the annual NYSE Euronext CEO Report which surveys CEOs of the New York Stock Exchange’s listing companies on topics ranging from globalization and governance to strategy and human resources.

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