



# BIG



## **Is Online Taking Over the B2B Research World Christmas Session**

**Mark Walton, Senior Vice President, International Operations  
e-Rewards Market Research**

**BIG Forum meeting to be held on Tuesday 1<sup>st</sup> December 2009 at 6.30pm**

**ORC International, Angel Corner House, 1 Islington High Street,  
London N1 9AH (opposite Angel tube station)**

Please join us for the BIG Pre-Christmas Forum event, when Mark Walton from e-Rewards will present a thought-provoking paper on the future of Business-to-Business Online Research. The theme of the evening is whether online research will take over in B2B research in a way the media suggests is happening in consumer research today.

Mark's paper, 'The Future is Bright...Let's Not Screw It Up!' will present the online research supplier's view on the opportunities that the internet offers to conduct research effectively among business audiences, including senior decision makers of large international companies. Mark will describe what is already happening and what the future might look like. One scenario is very bright, with online becoming the method-of-choice for B2B research, delivering valuable insights quickly and cost-effectively.

However, he will also suggest that, unless we treat business people with respect and take online quality seriously, the business community and our clients will reject online methods ... and we will have missed a huge opportunity!! After the presentation the audience is invited to join the discussion when the theme of B2B online research is further explored and debated. Online and traditional research practitioners and other online providers are invited to join the forum and contribute their views with Charles Jennings moderating the event. The evening is intended to be enlightening but at the same time a fun experience for everyone to get in the mood for the Christmas spirit.

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Mark joined e-Rewards recently to drive the expansion of its online research services globally. Prior to this, Mark spent 15 years with TNS, latterly as Director of Interactive Services. Mark's career has taken him all over the world, including 10 years working across Asia Pacific, where he launched online services in over a dozen countries.

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We look forward to seeing you there in this Pre-Christmas event. Refreshments include the traditional wine, juice and soft drinks before the meeting but for a special treat to get you started on celebrations early we will be serving hot mince pies from the BIG kitchen

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and specially Forum-ulated BIG Mulled Wine. After the meeting you are invited to continue the discussions and networking in our nearby BIG Forum local, The Red Lion.

The BIG Forum is part of the Business Intelligence Group (BIG) and exists to provide business-to-business researchers with an opportunity to meet and exchange views with their colleagues in an informal setting.

BIG Forum represents a chance to 'network' with your friends and colleagues while catching up on the latest thinking in business-to-business research.

BIG members enjoy free admission to evening meetings. Non-members are welcome for a small fee of £5. For our normal evening meetings, there is no need to pre-book. Just turn up on the night and feel free to bring a colleague (or two). We meet at 6.00 for drinks and nibbles prior to a 6.30 start.

For more information please contact Charles Jennings, T: 020 8364 9291. E: ccjennings@avistaconsulting.co.uk

Visit our website [www.b2bresearch.org](http://www.b2bresearch.org) for details about future BIG Forum meetings and more information on BIG activities and how to join BIG.