



Date: Saturday, 01-24-2009

Session Title: Interactive session - Wicked and Wacky Research Improv Game

Presenter: Cindy Phillips

What should I take away from the session? (Summary):

Pragmatic Marketing

Get over the hurdle of talking to your markets

Authenticity is the new model for marketing research

Notes (key points, book suggestions, website suggestions, etc)

Strategies for getting people to think with their creative brains

- Zig-Zag-Zor -> Translation game -> Authentic market questions brainstorm
- Yes and... -> brainstorm new market hooks

Local Improv Expert Les McGhee