

THE QUIRK'S EVENT



March 20-22, 2017 three Elizabethtown College students and one faculty member had the privilege of attending the conference in NYC. It was sponsored by Quirk's, which publishes both Quirks Magazine, the preeminent marketing research publication for industry, and Quirks Online. The program attracts professionals from a wide variety of companies, including many of the largest consumer product companies in the world, as well as representatives from both quantitative and qualitative marketing research agencies, consulting companies, and related organizations. The majority of conference sessions featured these companies, and focused on such topics as the use of research techniques on promotional campaigns, how research can aid segmentation, research in product development, how research can assist in medium choice, and a variety of case studies.



Pictured left to right: Hailey Parks, Bryan Greenberg, Jessica Sullivan, and Kelsey Detweiler

Reflections from the students who attended are below.

"The *Quirk's* conference was amazing! There were executives from a wide variety of companies, who presented topics such as text analytics, consumer insights, segmentation, and data visualization. The presentations opened my eyes to many issues facing the industry, and discussed how professionals are tackling them, and highlighted several career paths that I was not aware of. It was an extremely beneficial experience, and I would highly recommend it to all students with even a tiny desire to enter research. I came back feeling more prepared than ever to be able to succeed at my internship at The Hershey Company." **Hailey Parks, BA major, marketing concentration**

"Attending the Quirk's event gave me the ability to network with professionals in the marketing research field and to learn about how various companies use marketing research in all aspects of their business. Not many students can say they have been to a professional conference while in college! I am thankful that Elizabethtown College, the Business Department, and our professors are able to provide amazing out-of-class experiences like these!" **Jessica Sullivan, Business Administration Major & Communications Minor**

"The Quirk's Conference was such a great experience. It gave me insight into the structure of the marketing research industry, which includes both supplier and client sides, and helped me discover which side I have the most passion for. I also had the opportunity to attend many professional presentations, where I learned about the best techniques and strategies to use in the industry. The conference also provided me with a chance to network with the leading companies in the marketing research industry, which I am extremely grateful for, since I would like to pursue a career in the marketing research field.

I am very thankful to The Business Department for the opportunity to attend such a prestigious event. I believe that the insights I gained at the conference will improve my preparedness for a successful marketing research career in the future." ~ **Kelsey Detweiler '18, BA marketing concentration**

On the left is a picture of Kelsey after she completed a scavenger hunt and won a free shirt; and on the right is a picture of the group with Big Bird.

