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2010 CTAM Research & Insights Conference Case Study Competition Entry Form



Presentations must be submitted by Friday, February 26, 2010, 5pm EST

Please complete and submit this entry form along with your case study presentation and materials **by 5pm (EST), Friday, February 26, 2010**. For information on how to upload your entry form, presentation and other materials to the CTAM Research & Insights Conference Case Study Workspace, please email dana@ctam.com.

Finally, please complete all the contact information below including a primary contact person for your case study entry (name, title, company, address, phone number and email) for any follow-up questions or missing information. Include presenter contact information (name, title, company, address, phone number and email) should your case study is selected as one of this year's winners. Finalists will be announced in mid-April 2010, with winners announced at the opening night dinner on May 12 at the 2010 CTAM Research & Insights Conference in Los Angeles.

Please complete the following information for your case study entry to be considered:

Presentation Summary and Information

Case Study Entry Title:

Dates the Case Study was Conducted:

Companies Involved:

Background

Please provide a brief background of this research case study.

Objectives

Please provide a brief summary of the research case study objectives and goals.

Methodology

Please provide a brief summary of the research design, methodology, sample sizes, and guidelines used for promoting responses and minimizing response bias and error.

Results/Key Findings

Explain the top three takeaways that your company, and your partner company (if applicable) learned from this research case study.

1.

2.

3.

Business Impact and Implications

Please provide specific quantitative outcomes on how the research case study impacted your company and business strategies. Describe the metrics used to measure these outcomes.



Case Study Contact Information

Contact Person:

Primary contact person:

Title:

Company:

Street Address:

City, State, Zip:

Phone:

Fax:

Email:

If your case study is selected as one of this year's winners, please list who will present the case study at the 2010 CTAM Research & Insights Conference.

Presenter #1:

Name:

Title:

Company:

Street Address:

City, State, Zip:

Phone:

Fax:

Email:

Presenter #2 (if applicable):

Name:

Title:

Company:

Street Address:

City, State, Zip:

Phone:

Fax:

Email:

The 2010 CTAM Research & Insights Conference

May 12-14, 2010

JW Marriott Hotel Los Angeles at LA Live

Los Angeles, CA

www.ctamconferences.com