



**For Immediate Release:**

Invoke Solutions welcomes Forrester Analyst Brad Bortner for a Joint Webinar:

**Merging Qualitative and Quantitative Research for Better, Faster, Product, Communications, and Positioning Insights**

November 19, 2008- Waltham MA- Invoke Solutions, a pioneer in online research, will be joined by Forrester Research's Principal Analyst Brad Bortner, for a webinar about using innovative approaches to deliver better, faster, more cost effective research that supports specific product, communications and positioning decisions.

Together, Brad and Invoke's Peter Mackey will define some of the changes in today's research environment that have altered the optimal modes for data collection and analysis. They will specifically be focusing on Invoke's breakthrough solutions that gather qualitative and quantitative data at once, turn projects around in 2-4 weeks, and present findings through an interactive, transparent way to foster collaboration and quick decision making.

Date: December 10, 2008  
Time: Noon ET  
Duration: 60 minutes

Register at: <https://invoke.webex.com/invoke/onstage/g.php?t=a&d=486505370>

**About Invoke Solutions:**

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Invoke Solutions is a technology-driven, innovative custom market research firm focused on supporting specific decisions about brands, communications, product innovation and customer strategies. Our unique value proposition of speed, flexibility, and efficiency is proven by a decade of performance with very demanding customers. In a word where the desire to tie research to business results is paramount Invoke prides itself in delivering "results that matter".

Visit [www.invoke.com](http://www.invoke.com) for more information.