

## **Invoke Ping to Provide Feedback at the Industry's Premier Conference, IIR's "The Market Research Event"**

**WALTHAM, MASS – October 5, 2007** --Invoke Solutions, the leading innovator of real-time, online qual/quant and mobile research technologies, is proud to announce that they will be partnering with the Institute of International Research to provide attendee feedback at the marketing research industry's premier conference, The Market Research Event, from October 14-17 in Los Angeles, CA.

Using Invoke's mobile research platform, Invoke Ping, attendees will be able to evaluate components of the conference via text messaging on their mobile phones. IIR will be able to see the results in real-time at the conference and share key findings with the audience.

The Market Research Event is the industry's premier conference with innovative topics and evocative case studies that feature speakers from leading companies including Best Buy, Mattel, Coca Cola, Hilton Hotels, Hewlett Packard, Allstate, General Motors, Taco Bell, Target, Harrah's, Procter & Gamble and more. With hundreds of attendees from client side companies and providers, The Market Research Event has become research industry's most anticipated conference.

### **About Institute for International Research**

The Institute for International Research (IIR) specializes in professional development through training, conferences, seminars, e-Learning programs, publications, and consulting. IIR organizes some 200 event annually, including conferences across a number of industries, including customer service, finance, health care, marketing and new product development, pharmaceuticals, and telecommunications.

### **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. Unlike traditional, costly, and decades old research methodologies, Invoke offers mobile and online research platforms that provide a more engaging experience for participants and give businesses faster, more useful results with the depth of insight needed to make important decisions.

Invoke partners with leading research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

### **For more information contact:**

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