



## **Invoke's Engage Mobile Drives Engagement at IIR's Shopper Insights in Action**

***Conference feedback partnership brings superior interactivity to leading IIR Conferences***

**WALTHAM, MASS – July 28, 2008** –Invoke Solutions, the leading innovator of real-time, online qual/quant and mobile research technologies, used their Engage Mobile methodology to conduct on-site feedback at the Institute of International Research's Shopper Insights in Action Conference in Chicago earlier this month.

"This methodology is an excellent way for us to engage with our attendees and make the conference a more interactive experience," said IIR conference producer Amanda Powers.

Using the Engage Mobile methodology, conference attendees provided feedback from their own mobile phones and pda's, providing IIR with insights they could use on sight to make changes and share top issues with the audience. Included in the findings was that 93% of respondents stated they would recommend the conference to others.

"Before now there has been no cost-effective way for event organizers to get timely on-site feedback," says Josh Mendelsohn Invoke's Director of Marketing and a former event marketer. "Engage Mobile makes that possible by letting attendees opt-in on their own phones and providing organizers with real-time data access via an online dashboard, rather than requiring expensive on-site interviewers and weeks of reporting time."

Shopper Insights in Action was the second of six major conferences where Invoke will partner with IIR as the official "conference feedback" provider. The rest of the partnership includes industry leading events such as The Market Research Event, The Conference on Marketing, The Front End of Innovation, The Data Quality Conference and The Youth Mega Event.

The Shopper Insights in Action conference attracts over 400 attendees and speakers from industry leading companies including The Home Depot, Unilever, Procter & Gamble, Office Max, Dunkin Brands, Wal-Mart, and Target.

### **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 helps leading companies make better, faster decisions about their brands, products, communications, and customer strategies. Unlike traditional, costly research methodologies, Invoke's [Engage Business Solutions](#) and [Suite of Applications](#) are specifically designed to provide a more engaging participant experience and give businesses faster, more useful qualitative and quantitative results.

Invoke partners with leading global 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.

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