

Date Posted	Room	Sender	Text
11/15/2016 12:45 PM	Main Room	<b>CandaceN(to Moderators)</b>	Good Afternoon Bronwen. Halsten is in as tech support if you need him at all.
11/15/2016 12:52 PM	Main Room	<b>Bronwen</b>	Whiteboard: Thank you for coming.PNG
			Thanks for coming to the Evolve Online Chat Focus Group!
11/15/2016 12:58 PM	Main Room	<b>Bronwen(to Moderators)</b>	do we want to start right at 1pm or wait a few?
11/15/2016 1:02 PM	Main Room	<b>Bronwen(to Moderators)</b>	do you want me to move everyone? or will you all when you're ready?
11/15/2016 1:02 PM	Main Room	<b>Gilles G(to Moderators)</b>	Candace will move them when you are ready to start.
11/15/2016 1:03 PM	Main Room	<b>Bronwen</b>	Question: Thank you for joining our online chat focus group and welcome!
11/15/2016 1:03 PM	Main Room	<b>Bronwen</b>	Question: Today's Discussion will focus primarily on recruiting for online qualitative engagements. We have asked a group of recruiters and buyers of online recruiting to join our discussion and share with our audience what has worked and what hasn't as it relates to online qual recruiting.
11/15/2016 1:03 PM	Main Room	<b>Bronwen</b>	Question: Let's begin by briefly introducing ourselves. How about we start by telling everyone...-your name, -The company you represent, -If you are a buyer or provider of Online Recruiting and,- The numbers of years you personally have been in the research industry. I will start. My name is Bronwen. I am an independent moderator. I am the buyer of recruiting and I've been in research for nearly 17 (!! ) years!
11/15/2016 1:03 PM	Main Room	<b>Kristine</b>	Kristine Hawthorne
11/15/2016 1:04 PM	Main Room	<b>Kirti</b>	Kirti
11/15/2016 1:04 PM	Main Room	<b>Andrea Mc</b>	Andrea; Monigle; buyer; 9.5 years
11/15/2016 1:04 PM	Main Room	<b>JasonH</b>	My name is Jason Horine. I'm with Schlesinger Associates, a provider of recruiting for online qual since online qual became a thing. I've personally been with Schlesinger since 2002 in a variety of roles, both online and off. In 2010 I launched our Online Qual Solutions division, and have focused on the area ever since.
11/15/2016 1:04 PM	Main Room	<b>Alan M</b>	Glad to join this discussion. My name is Alan Mavretish, VP of Client Development with Schlesinger Associates. 20+ years MR experience. Though I am currently on the 'provider' side, I had been on the 'buyer' side for more than 10 years. Having been on the buyer side initially has given me greater insight into how to support clientele and the recruitment process from the provider side.
11/15/2016 1:04 PM	Main Room	<b>Chris G</b>	My name is Christopher Grebe, icanmakeitbetter, buyer, 5.5 years
11/15/2016 1:04 PM	Main Room	<b>Adam L (ROI Rocket)</b>	My name is Adam LaMasters. I'm with ROI Rocket, a provider of online recruiting. I have 8 years market research experience.

11/15/2016 1:05 PM	Main Room	<b>Kristine</b>	ClearVoice research, provider of online recruiting and full service research, 15 years (on both client and supplier side...yikes)
11/15/2016 1:05 PM	Main Room	<b>Bronwen</b>	Great! I 'recognize' a lot of you all ... it is good to 'see' you!
11/15/2016 1:05 PM	Main Room	<b>Kirti</b>	Kirti at JSC Consumer Insights, Project Director (Buyer of qual recruiting), 15 years.
11/15/2016 1:05 PM	Main Room	<b>Monica G</b>	Monica Grebe - Buyer for the past 17 years
11/15/2016 1:05 PM	Main Room	<b>Bronwen</b>	Great! thanks again for coming and taking time out for this!
11/15/2016 1:05 PM	Main Room	<b>Bronwen</b>	Question: I would like to break our discussion down into two parts. 1. Recruiting for *Synchronous* (real-time) Discussions for example: Real time video groups, real time text groups and video and telephone individual interviews. 2. Recruiting for *Asynchronous* (over-time) Discussions: Over time discussion groups, Bulletin Boards, mobile ethnography, Diary studies etc.
11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Question: Let's start by talking about Recruiting for *synchronous discussions.*
11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Question: I want to paint a picture for our group discussion.
11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Whiteboard: Scenario 1.PNG

Recruitment Scenario:  
Assume we are recruiting for 3 online focus groups with one group per region in mid, central and eastern USA. 10-12 participants per group conducted a weekday evening.  
Participant criteria:  
• Married Women  
• Have 3 or more dependent children  
• Shop at Walmart and spend an average of \$200 or more per visit  
Assume an incidence of 10% amongst married women.

11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Whiteboard: Scenario 1.PNG
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Assume an incidence of 10% amongst married women.

11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Question: Assume we are recruiting for 3 online focus groups with one group per region in mid, central and eastern USA with the criteria outlined in the whiteboard. Assume the following criteria for the participants:- Married Women- Have 3 or more dependent children- Shop at Walmart and spend an average of \$200 or more per visitLet's also assume an incidence of 10% amongst married women. We want between 10-12 participants per group which will be run during weekday evenings. The groups are scheduled to start 2 weeks from now.
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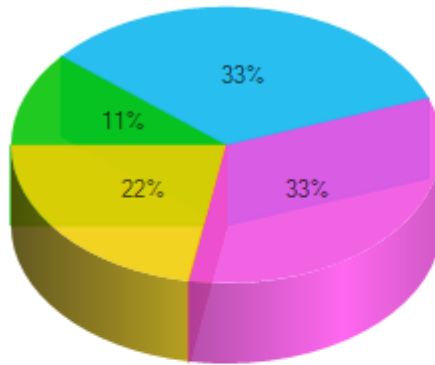
11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	(whew! that's a lot of specs ... )
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11/15/2016 1:06 PM	Main Room	<b>Bronwen</b>	Question: Let's rate this one on a difficulty scale for recruitment. On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?
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 1 - Very Hard

-  2
-  3
-  4
-  5
-  6
-  7 - Not at all Difficult

Let's rate this one on a difficulty scale for recruitment. On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



-  (0/9 - 0%) 1 - Very Hard
-  (0/9 - 0%) 2
-  (2/9 - 22%) 3
-  (1/9 - 11%) 4
-  (3/9 - 33%) 5
-  (3/9 - 33%) 6
-  (0/9 - 0%) 7 - Not at all Difficult

11/15/2016 1:07 PM	Main Room	<b>Alan M</b>	 6
11/15/2016 1:07 PM	Main Room	<b>Kirti</b>	 3
11/15/2016 1:07 PM	Main Room	<b>Monica G</b>	 6
11/15/2016 1:07 PM	Main Room	<b>Kristine</b>	 5

11/15/2016 1:07 PM Main Room JasonH 5

11/15/2016 1:07 PM Main Room Adam L (ROI Rocket) 6

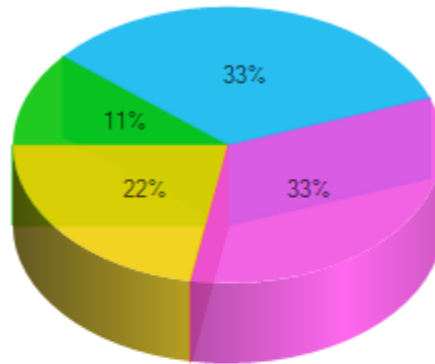
11/15/2016 1:07 PM Main Room Chris G 4

11/15/2016 1:07 PM Main Room Andrea Mc 3

11/15/2016 1:07 PM Main Room Lindsay P 5

11/15/2016 1:07 PM Main Room Bronwen

Let's rate this one on a difficulty scale for recruitment. On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



- (0/9 - 0%) 1 - Very Hard
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- (2/9 - 22%) 3
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- (0/9 - 0%) 7 - Not at all Difficult

11/15/2016 1:07 PM Main Room Bronwen [so good differences here!](#)

11/15/2016 Main Room Lindsay P Lindsay Price, Director of Plaza Research Tampa. Provider of recruiting. I have been in the industry since 2011-

1:07 PM	Room		fresh out of college.
11/15/2016 1:08 PM	Main Room	<b>Bronwen</b>	<a href="#">For those who said difficult (5+) why do you say that?</a>
11/15/2016 1:08 PM	Main Room	<b>Bronwen</b>	<a href="#">oops sorry</a>
11/15/2016 1:08 PM	Main Room	<b>Kristine</b>	This is a tough lady to chat with given her busy schedule, yet is made easier bc there's 2 weeks to recruit! Evenings also help.
11/15/2016 1:08 PM	Main Room	<b>Bronwen</b>	<a href="#">difficult is 4 or less</a>
11/15/2016 1:08 PM	Main Room	<b>Bronwen</b>	<a href="#">what makes this difficult?</a>
11/15/2016 1:08 PM	Main Room	<b>Alan M</b>	First, I am ecstatic if I have two weeks to recruit any project.
11/15/2016 1:09 PM	Main Room	<b>Andrea Mc</b>	3+ dependent children on a weeknight - will be hard to find women who are available and can find child care
11/15/2016 1:09 PM	Main Room	<b>Monica G</b>	the most difficult part as I see it is the spending \$200+ per visit... the rest is pretty easy since there are so many women in gen pop panels and so many walmart shoppers!
11/15/2016 1:10 PM	Main Room	<b>Bronwen</b>	<a href="#">What makes it less difficult? other than having the luxury of time.</a>
11/15/2016 1:10 PM	Main Room	<b>Kirti</b>	We often work with 5% incidence levels so this one sounds like somewhere in the middle as far as challenge levels go.
11/15/2016 1:10 PM	Main Room	<b>Chris G</b>	yeah 2 weeks makes it easy. the 3 childrent will make it slightly more difficult especially for a focus group the \$200 per visit at walmart could be another potential hurdle
11/15/2016 1:10 PM	Main Room	<b>JasonH</b>	Generally Married Women – Moms in particular – are great market research respondents. They're engaged and eager to participate. It may present some challenge to specifically find the Moms who have 3+ kids, but the odds of them spending \$200+ at a Walmart visit will be much more likely with that many mouths to feed and diapers to buy and all. A 10% IR is quite high for online qual these days, so even if reality only ends up at 5% it shouldn't be too difficult to fill three groups. I would prefer daytime groups, though, while kids are in school.
11/15/2016 1:10 PM	Main Room	<b>Monica G</b>	having the 2 weeks is icing on the cake here!
11/15/2016 1:10 PM	Main Room	<b>Adam L (ROI Rocket)</b>	As long as the 10% IR holds, I would rate it a 6 (i.e. will require some effort but not very difficult). However, I would be questionable of the %10 IR. \$200 is a large amount to spend at a store (per visit) especially when we're referring to a store with a lower income customer base. I'm not sure 10% of married women have 3 or more children in the household, let alone meet the Walmart qualifications. So I would go into this thinking the audience might be a bit tougher to find, but still very doable. The target/incidence aside, the study methodology itself does not pose any above average difficulty. The recruitment timeline (2 weeks) is good, the study sessions are held in the evening which typically works best for respondents' schedules, as opposed to middle of a weekday.
11/15/2016 1:10 PM	Main Room	<b>Bronwen</b>	<a href="#">Question: Let's first hear from the *buyers of Online qual recruiting:* What would be some of the most important elements you feel should be in place in order to ensure recruiting success?</a>
11/15/2016 1:10 PM	Main Room	<b>Kristine</b>	Right? 2 weeks is great and ideal if the target is tough. She'll need to get her husband or a sitter to keep the kids occupied otherwise there will be kids in the background which really interrupts online focus groups. I once had a lady nursing during a group, luckily camera was aimed at her face only!
11/15/2016 1:11 PM	Main Room	<b>Monica G</b>	:)
11/15/2016 1:11 PM	Main Room	<b>Alan M</b>	I don't know that the spend will create a challenge. If that includes spend on food that's not hard to spend assuming this is for a family of 5 since they were recruited having 3 dependent children

11/15/2016 1:12 PM	Main Room	<b>Kirti</b>	Employment criteria, must have cash flow in HHRegional Quotas – geographical dispersion spelling out time guidelines Unaided responses to questions re: stores shopped at and amount spent per visitInternet savvy, decent incentives.
11/15/2016 1:12 PM	Main Room	<b>Andrea Mc</b>	The 2 weeks helps, also participant management to make sure that the participant has a quiet, uninterrupted space to participate; agree on the good incentives
11/15/2016 1:12 PM	Main Room	<b>Bronwen</b>	<a href="#">anything else we have to do as buyers to ensure the recruit goes well?</a>
11/15/2016 1:13 PM	Main Room	<b>Chris G</b>	The most important elements that should be put in place typically come from my end. So making sure that the vendor understands exactly what we are looking for. We have 2 weeks but if a week is wasted because of a miscue on geo or Age and kids, than thats an issue.
11/15/2016 1:13 PM	Main Room	<b>Bronwen</b>	<a href="#">Great transition, Chris!</a>
11/15/2016 1:13 PM	Main Room	<b>Bronwen</b>	<a href="#">Question: Now let's hear from the *suppliers of online qualitative recruiting:* What do you think are some of the most important elements you feel should be in place in order to ensure recruiting success?</a>
11/15/2016 1:13 PM	Main Room	<b>Alan M</b>	make sure the participant understands the methodology, how they will participate, what is expected of them - if they are a first time online qual participant
11/15/2016 1:14 PM	Main Room	<b>Monica G</b>	since it is groups I would want a recruiter who can make telephone confirmation calls to guarantee the show rate
11/15/2016 1:14 PM	Main Room	<b>Bronwen</b>	<a href="#">Whiteboard: Scenario 1.PNG</a>

Recruitment Scenario:  
Assume we are recruiting for 3 online focus groups with one group per region in each central and western USA. 10-12 participants per group conducted a weekly evening.  
Participant criteria:  
• Married Women  
• Have 3 or more dependent children  
• Shop at Walmart and spend an average of \$200 or more per visit  
Assume an incidence of 10% amongst married women.

11/15/2016 1:14 PM	Main Room	<b>Jami P</b>	<ul style="list-style-type: none"> <li>•Panel vendor is fully aware of all quota groups &amp; qualifications before project begins fielding.</li> <li>•Research objective is known...before project begins.</li> <li>•Clear expectations are communicated to potential participants.</li> <li>•Fast and open communication throughout the recruitment process.</li> <li>•Fair incentive for what we are asking the respondent to do.</li> </ul>
11/15/2016 1:14 PM	Main Room	<b>Bronwen</b>	<a href="#">(just reposting the specs)</a>
11/15/2016 1:14 PM	Main Room	<b>Adam L (ROI Rocket)</b>	<p>1) Verification: Screen them online and then confirm screener responses (open ended) over the phone. Make sure responses are consistent. Evaluate their ability to articulate and express their opinions. Also, look for a certain level of enthusiasm to participate – this is a good sign they will actually show and complete. 2) Set expectations with the respondents: We feel the most important element, for any qual study, are setting clear and specific expectations with the respondents. Once they are recruited, what is the next step? Be very specific. For example, with an online qual study, when will they receive the log-in instructions and what email will they come from? Also, be consistent with the name of the study, from screener/recruit stage to the fielding stage. 3) Confirmation/Reminders: Send a confirmation email within a few hours of recruiting them. Reiterate the study details/expectations and next steps. If the study requires “tech checks” do those at this time. Require that they respond to that email (and complete the “tech check” if applicable) in order to confirm their participation. The day before the group, call them to confirm/remind them of the study.</p>
11/15/2016 1:15 PM	Main Room	<b>Jami P</b>	I would rate this as an 8...easy.
11/15/2016 1:15 PM	Main Room	<b>Jami P</b>	Walmart shoppers is a high % of gen pop, typically 50% or above, and we can target number of children. Spend at Wal-Mart should correlate with the number of children. Who doesn't spend an average of \$200 per visit with 3 kids?? In addition, we are going after women in age groups that are typically more responsive via panel. Geo requirements are large, and very reasonable.

11/15/2016 1:15 PM	Main Room	<b>Bronwen</b>	Thanks for the thoughtful feedback...
11/15/2016 1:15 PM	Main Room	<b>Bronwen</b>	Question: Assuming we were recruiting for this project using traditional focus group facilities in major cities in each of the geographic areas, what, if anything would change in your project management or recruiting processes?
11/15/2016 1:15 PM	Main Room	<b>JasonH</b>	Our process for recruiting real-time synchronous OLFs is very much the same as when we recruit for in-person at our facilities – we'll pre-screen online, follow up with telephone rescreening and validation, send email confirmations, and conduct telephone reminders the days prior to the session. Asynchronous projects are where we are able to make some changes that allow for more efficiencies.
11/15/2016 1:15 PM	Main Room	<b>Jami P</b>	We would pull panel counts by segment by zip code plus 10 to 25 mile radius from facility...depending on the city & audience, to help increase the show rate. If the facility is too far away the respondent may decide last minute that they do not have time to travel to the facility, or additional variables may affect the show rate, i.e. traffic, time of group, night driving vs. age, etc.
11/15/2016 1:15 PM	Main Room	<b>Bronwen</b>	(we'll talk about that too Jason!)
11/15/2016 1:16 PM	Main Room	<b>Lindsay P</b>	-Strong screener to ensure we are recruiting the correct respondent type-Limit changes to the screener once recruiting begins-Ample time to recruit depending on target-Group start times that make sense for our target audience to ensure the best show rates
11/15/2016 1:16 PM	Main Room	<b>Adam L (ROI Rocket)</b>	Confirm they live in driving distance from the recruit. Provide more detailed instructions around facility address (of course) as well as any parking instructions. Ask them to show up ~10min prior to the group, and communicate that if they are more than 5min late they may be denied participation.
11/15/2016 1:17 PM	Main Room	<b>Bronwen</b>	Several of you have mentioned show rates ...
11/15/2016 1:17 PM	Main Room	<b>Bronwen</b>	Question: As with all forums of qualitative recruiting, show rates are critical. Are there any specific measures you would take that are unique to online that would help ensure a proper show rate?
11/15/2016 1:17 PM	Main Room	<b>Adam L (ROI Rocket)</b>	*driving distance from the facility
11/15/2016 1:17 PM	Main Room	<b>Monica G</b>	You wouldn't use a typical online panel recruit it would be much more focused on the facility location. so a data base recruit is more appropriate.
11/15/2016 1:17 PM	Main Room	<b>Kristine</b>	This is much more difficult with geographic restrictions. A higher incentive is required to get this busy lady to the facility and communication regarding expectations for participation must be clear in advance.
11/15/2016 1:17 PM	Main Room	<b>JasonH</b>	With real-time research there is no getting around last minute cancellations due to availability issues, regardless of in-person or telephone or online, so over-recruitment is still essential.
11/15/2016 1:17 PM	Main Room	<b>JasonH</b>	As sample sizes tend to be small for real-time online groups, we generally over-recruit by the same 20% that we would for in-person to ensure the desired number of respondents participating.
11/15/2016 1:18 PM	Main Room	<b>Adam L (ROI Rocket)</b>	@ Monica - I disagree :) A nationwide panel can definitely handle a facility/in-person recruit as long as the target isn't a needle in a haystack
11/15/2016 1:18 PM	Main Room	<b>Jami P</b>	Clearly communicate expectation, directions, etc. For the hard to reach audiences or those that typically have a low show rate, i.e. young males, I suggest an additional layer of confirming via phone.
11/15/2016 1:18 PM	Main Room	<b>Andrea Mc</b>	Tech screen and test (if not already mentioned)
11/15/2016 1:18 PM	Main Room	<b>Alan M</b>	it's been mentioned already, but even if it has been recruited online for the efficiency of screening more people faster, it's essential to conduct a telephone follow-up to rescreen, confirm participation and answer any questions the participant may have.
11/15/2016 1:18 PM	Main Room	<b>Bronwen</b>	Question: If you use oversampling, do you find you have to oversample more or less for online groups?
11/15/2016	Main	<b>Kirti</b>	The recruiting criteria don't really change, in-person groups just tend to be smaller. Logistics about food, etc.

1:18 PM	Room		become important and criteria re: computer savvy people can be relaxed
11/15/2016 1:18 PM	Main Room	<b>Jami P</b>	About the same, but this can differ with the audiences.
11/15/2016 1:18 PM	Main Room	<b>Chris G</b>	As far as online is concerned, having a system in place either on your end of the recruiters end to have follow up calls to get confirmations is critical.
11/15/2016 1:19 PM	Main Room	<b>Monica G</b>	I agree you have to over recruit but if you use a good recruiter rather than a only an online panel you can do 2 - 3 over recruit and get the 10-12 to show...
11/15/2016 1:19 PM	Main Room	<b>Adam L (ROI Rocket)</b>	In my experience it requires a combination of everything I mentioned. Phone "articulation" screen, set clear and specific expectation, confirmation email and require a response, phone reminders.
11/15/2016 1:19 PM	Main Room	<b>Alan M</b>	oversampling really depends on the target on any given study.
11/15/2016 1:19 PM	Main Room	<b>Kirti</b>	We just always over recruit.
11/15/2016 1:19 PM	Main Room	<b>Lindsay P</b>	To encourage perfect show rates, I would suggest having the respondents test the link prior for online studies. This way they feel more committed to follow through and participate. I also suggest rewards for the best participant overall or even for certain tasks.
11/15/2016 1:19 PM	Main Room	<b>JasonH</b>	Standard approaches typically suffice for this audience – email confirmation and telephone reminders. The platform companies usually also do technology pre-tests, which tend to act as an additional confirmation/reminder. So while we'd prefer the same 20% over-recruitment we can get away with less depending on the audience.
11/15/2016 1:19 PM	Main Room	<b>Kristine</b>	Agreed, over recruiting is necessary for online as well as in person. We typically overrecruit a couple for both methodolgies, however we have found that if a respondent has completed their tech check they are HIGHLY likely to participate in online groups, it's like an additional confirmation.
11/15/2016 1:20 PM	Main Room	<b>Alan M</b>	I'd have a larger oversample on a teen recruit than I would on F HoH primary grocery shopper
11/15/2016 1:20 PM	Main Room	<b>Adam L (ROI Rocket)</b>	I think online groups typically require a little more over recruit. People seem to hold themselves more accountable if it's in-person.
11/15/2016 1:20 PM	Main Room	<b>Chris G</b>	I agree Kristine.
11/15/2016 1:20 PM	Main Room	<b>Bronwen</b>	<a href="#">What about for this study ...</a>
11/15/2016 1:20 PM	Main Room	<b>Bronwen</b>	<a href="#">Question: Thinking about this audience, is there anything specific you would do or recommend to ensure an adequate show rate?</a>
11/15/2016 1:20 PM	Main Room	<b>Alan M</b>	given our historical show rates, I'd be comfortable recruiting 12 for 8-10 to show
11/15/2016 1:20 PM	Main Room	<b>Monica G</b>	I agree with Alan
11/15/2016 1:20 PM	Main Room	<b>Chris G</b>	Confirmation calls would be critical, I think the biggest hurdle for this would be that the 3 groups are regional based so you may find plenty of people in one region that are available on one day but not on another.
11/15/2016 1:21 PM	Main Room	<b>JasonH</b>	Scheduling Moms during school hours would help
11/15/2016 1:21 PM	Main Room	<b>Alan M</b>	provided an appropriate incentive
11/15/2016 1:21 PM	Main Room	<b>Jami P</b>	I also agree.



11/15/2016 1:21 PM	Main Room	<b>Kirti</b>	12 for 10 is good if one has a reliable recruiting partner.
11/15/2016 1:21 PM	Main Room	<b>Monica G</b>	Mom's who say they will show 9 times out of 10 will show in my experience
11/15/2016 1:21 PM	Main Room	<b>Kristine</b>	For online groups we offer an additional \$25 incentive (or just allocate a part of the budgeted incentive) if they're logged on and ready to go 15 minutes in advance. This helps us start on time and maximize participation. Agreed, 12 for 10 to show.
11/15/2016 1:21 PM	Main Room	<b>Kirti</b>	Nice idea Kristine.
11/15/2016 1:21 PM	Main Room	<b>JasonH</b>	With some audiences we do an early bird raffle, similar to what Kristine described, but not everyone gets paid - just entered to win.
11/15/2016 1:22 PM	Main Room	<b>Lindsay P</b>	We have an entire position dedicated to confirming participation and re-screening respondents. Our show rates are at least 95% for every study except for extreme situations. If someone cancels, we replace immediately.
11/15/2016 1:22 PM	Main Room	<b>Bronwen</b>	<a href="#">Got it. Thanks for the detailed answers. they are great!</a>
11/15/2016 1:22 PM	Main Room	<b>Bronwen</b>	<a href="#">Question: *This one is for our Buyers* - Are there any general attributes you look for when choosing a supplier for online qualitative recruiting?</a>
11/15/2016 1:22 PM	Main Room	<b>Kristine</b>	Yes, we do early bird for in person groups. We also always have someone calling those who haven't logged in 10 minutes prior to group start so the moderator can focus on prepping for the group rather than calling folks last minute....
11/15/2016 1:23 PM	Main Room	<b>Kirti</b>	Absolutely! I like to work with a responsive recruiting agency. We are pretty loyal to our partners and have high expectations. We need to FEEL like we have a team who will run as fast as we are running.
11/15/2016 1:23 PM	Main Room	<b>Chris G</b>	Not at first. I think everyone is worth a shot, especially if its a difficult recruit. Attributes that are important as responsiveness, cost, and show rates. Its really important for me to find a recruiting partner that treats me like a partner and vice versa.
11/15/2016 1:24 PM	Main Room	<b>Monica G</b>	Attentive to details - Asks questions upfront rather than make assumptions
11/15/2016 1:24 PM	Main Room	<b>Bronwen</b>	<a href="#">how does a recruiting provider show you they are a partner?</a>
11/15/2016 1:24 PM	Main Room	<b>Monica G</b>	Responsive on the bidding side
11/15/2016 1:24 PM	Main Room	<b>Andrea Mc</b>	Good participant mgmt. and responsiveness
11/15/2016 1:24 PM	Main Room	<b>Bronwen</b>	<a href="#">And, Monica, you're anticipating my question ... what does 'responsive' mean in this context?</a>
11/15/2016 1:24 PM	Main Room	<b>Bronwen</b>	<a href="#">Kirti also used that word ...</a>
11/15/2016 1:24 PM	Main Room	<b>Monica G</b>	they are as eager to get a recruit filled as we are
11/15/2016 1:24 PM	Main Room	<b>Andrea Mc</b>	proactive
11/15/2016 1:25 PM	Main Room	<b>Monica G</b>	they are proactive rather than reactive
11/15/2016 1:25 PM	Main Room	<b>Andrea Mc</b>	Problem-solving

11/15/2016 1:25 PM	Main Room	<b>Kirti</b>	Respond quickly to my request for bids, hate being sent to voice mail.
11/15/2016 1:25 PM	Main Room	<b>Bronwen</b>	Question: <i>*This one is for our Suppliers* - Suppliers, when working with clients, what are some of the things they can help with to ensure a successful recruit?</i>
11/15/2016 1:25 PM	Main Room	<b>Andrea Mc</b>	In other words, we don't have to tell them to solve an issue with the recruit, they're either already on it or working with us
11/15/2016 1:25 PM	Main Room	<b>Lindsay P</b>	-strong screener
11/15/2016 1:26 PM	Main Room	<b>Monica G</b>	they get back to you quickly with a bid
11/15/2016 1:26 PM	Main Room	<b>JasonH</b>	Working to provide us with a streamlined and simplified screener is the most helpful thing for setting us up for success. We see an awful lot of screeners with 35-40 questions, some of which are matrix-type questions that take respondents considerable amount of time, and it sets a very poor tone for how the research will go if the respondent is bored before they even qualify. A screener that has been whittled down to the essential elements for qualification and designation allows us to get the job recruited quickly, and lets respondents know that we won't waste their time.
11/15/2016 1:26 PM	Main Room	<b>Alan M</b>	screener design is the most important.
11/15/2016 1:26 PM	Main Room	<b>Kirti</b>	Agree on problem-solving, being open to take unbeaten paths.
11/15/2016 1:26 PM	Main Room	<b>Bronwen</b>	Jason, I have NO idea who would send you such a long screener :- ) (definitely guilty!)
11/15/2016 1:26 PM	Main Room	<b>Chris G</b>	A recruiting provider shows me they are a partner by a willingness to get the project done. Yes proactive is incredibly important as well as listening to any issues a recruit is having.
11/15/2016 1:27 PM	Main Room	<b>Jami P</b>	In order to be a partner I need to know the research objective. Having this info helps to know when to zig vs. zag.
11/15/2016 1:27 PM	Main Room	<b>Alan M</b>	also, screener designs don't always match what we were asked to quote
11/15/2016 1:27 PM	Main Room	<b>JasonH</b>	You're far from alone, Bronwen! I think it's something that should get more attention, actually - screeners have become quite excessive.
11/15/2016 1:27 PM	Main Room	<b>Bronwen</b>	Thanks for all this great feedback!
11/15/2016 1:27 PM	Main Room	<b>Bronwen</b>	Question: Great discussion! Let's move on to <i>*synchronous individual interviews.*</i>
11/15/2016 1:27 PM	Main Room	<b>Bronwen</b>	Whiteboard: Scenario 2.png
11/15/2016 1:27 PM	Main Room	<b>Bronwen</b>	Question: This time, let's assume we are using a video platform to conduct in depth interviews with physicians, specifically <i>*General Practitioners*</i> asking about their treatment preferences to a common skin problem. We want to interview 10 Physicians from across North America, 5 of whom need to come from a client supplied list and 5

Recruitment Scenario:  
Recruit General Practitioners for in-depth interviews.

Participant criteria:

- 10 General Practitioners (GPs)
- Currently practicing full time in North America
- 5 to be recruited from a client supplied list & 5 from outside the supplied list

11/15/2016  
1:28 PM

Main  
Room

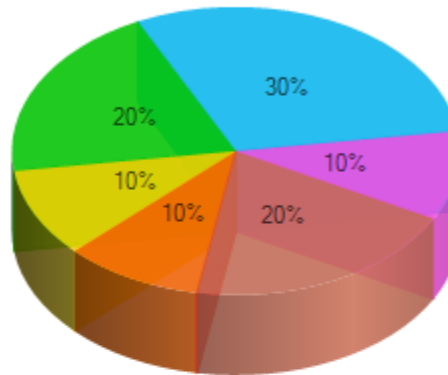
**Bronwen**

from outside the supplied list.

Question: At first glance, on a difficulty scale of 1-7 with 1 being very hard and 7 being not at all difficult, how difficult would you rate this type of recruiting project?

- 1 - Very Hard
- 2
- 3
- 4
- 5
- 6
- 7 - Not at all Difficult

At first glance, on a difficulty scale of 1-7 with 1 being very hard and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



- (0/10 - 0%) 1 - Very Hard
- (1/10 - 10%) 2
- (1/10 - 10%) 3
- (2/10 - 20%) 4
- (3/10 - 30%) 5
- (1/10 - 10%) 6
- (2/10 - 20%) 7 - Not at all Difficult

11/15/2016  
1:28 PM

Main  
Room

**Alan M**

- 7 - Not at all Difficult

11/15/2016  
1:28 PM

Main  
Room

**Jami P**

- 5

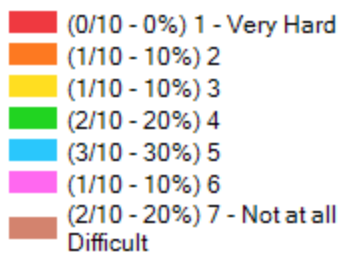
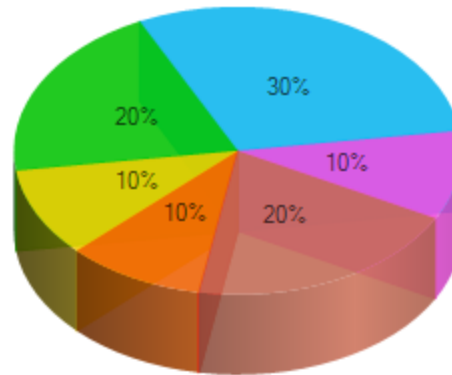
11/15/2016 1:28 PM	Main Room	<b>JasonH</b>	  6
11/15/2016 1:28 PM	Main Room	<b>Adam L (ROI Rocket)</b>	  3
11/15/2016 1:28 PM	Main Room	<b>Kristine</b>	  7 - Not at all Difficult
11/15/2016 1:28 PM	Main Room	<b>Monica G</b>	  4
11/15/2016 1:28 PM	Main Room	<b>Kirti</b>	  2
11/15/2016 1:28 PM	Main Room	<b>Lindsay P</b>	  5
11/15/2016 1:28 PM	Main Room	<b>Chris G</b>	  5
11/15/2016 1:28 PM	Main Room	<b>Andrea Mc</b>	  4

11/15/2016  
1:29 PM

Main  
Room

**Bronwen**

At first glance, on a difficulty scale of 1-7 with 1 being very hard and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



11/15/2016  
1:29 PM

Main  
Room

**Alan M**

what the description here doesn't include the incidence rate

11/15/2016  
1:29 PM

Main  
Room

**Bronwen**

[Question: What makes this more or less difficult than the first project described?](#)

11/15/2016  
1:29 PM

Main  
Room

**JasonH**

Pretty much the same level of difficulty. Schlesinger does both regularly. The only concern here is the unknown that comes with a client list.

11/15/2016  
1:29 PM

Main  
Room

**Monica G**

The only difficult part is if the 5 from the client list is from a list of 10! Clients do have a tendency to do that...

11/15/2016  
1:29 PM

Main  
Room

**Kristine**

Only challenge here is that client supplied list may be small and/or the folks on the list may not be interested in participating in research, they are not opt-in panelists

11/15/2016  
1:29 PM

Main  
Room

**Adam L (ROI Rocket)**

The audience, Physicians, can be tricky, and client list are usually unreliable.

11/15/2016  
1:29 PM

Main  
Room

**Chris G**

Yeah I agree the challenge would be the list.

11/15/2016  
1:30 PM

Main  
Room

**Bronwen**

[tell me more about "tricky" adam](#)

11/15/2016  
1:30 PM

Main  
Room

**Jami P**

It's easy due to nationwide geo, and there is a high number of GPs in the marketplace. In addition, the number of interviews needed is low. I'm assuming the client list is high quality and clean (because that always happens)

11/15/2016

Main

**Bronwen**

[Question: Are there any specific actions you would take which would help ensure a successful recruit?](#)

1:30 PM	Room		
11/15/2016 1:30 PM	Main Room	<b>Alan M</b>	The 5 from the client list can be a challenge if the client list is poor quality of course
11/15/2016 1:30 PM	Main Room	<b>Monica G</b>	Being that it is phys. it is a higher level of recruiting. But being that it is GPs that makes it easier.
11/15/2016 1:30 PM	Main Room	<b>Kristine</b>	The methodology (IDIs) is perfect for GPs as they can be scheduled to fit GP's needs.
11/15/2016 1:30 PM	Main Room	<b>Kirti</b>	Docs can be very challenging, esp if there are criteria re: years of practice. Anytime it's the clients' list we are concerned.
11/15/2016 1:30 PM	Main Room	<b>Lindsay P</b>	It really depends on the response we receive from the client list. It is always helpful to have contact info included as it takes more time/resources to look up each practice. We also need a flexible schedule to accommodate the physicians.
11/15/2016 1:31 PM	Main Room	<b>Bronwen</b>	<a href="#">Whiteboard: Scenario 2.png</a>
			<small>Recruitment Scenario: Recruit General Practitioners for in-depth interviews.</small>  <small>Participant criteria:</small> <ul style="list-style-type: none"> <li>• 30 General Practitioners (GPs)</li> <li>• Currently practicing full time in North America</li> <li>• 3 to be recruited from a client supplied list &amp; 3 from outside the supplied list</li> </ul>
11/15/2016 1:31 PM	Main Room	<b>Kirti</b>	Video IDIs are harder compared to phone IDIs.
11/15/2016 1:31 PM	Main Room	<b>Adam L (ROI Rocket)</b>	By that I mean the difficulty depends on a few other factors. For one, what has the client budgeted for the incentive? It needs to be high enough to encourage physicians to participate.
11/15/2016 1:31 PM	Main Room	<b>Andrea Mc</b>	agree on schedule flexibility
11/15/2016 1:31 PM	Main Room	<b>Andrea Mc</b>	also good incentives
11/15/2016 1:31 PM	Main Room	<b>Jami P</b>	I agree that they are more challenging, and I see a lower % of people that agree to do video vs. phone
11/15/2016 1:31 PM	Main Room	<b>Bronwen</b>	<a href="#">Kirti, you're anticipating my next question ... what impact, if any, does the technical side of this (online video interviews) have?</a>
11/15/2016 1:31 PM	Main Room	<b>JasonH</b>	Doctors definitely don't want to do the tech checks in advance, so we don't have the same level of confidence without solid phone reminders
11/15/2016 1:31 PM	Main Room	<b>Alan M</b>	Our first step would be to match the client list to our panel. this would allow us to immediately target docs that have opted in for MR.
11/15/2016 1:32 PM	Main Room	<b>Monica G</b>	with doctors i think the technical side can be an issue... especially if they have to use a webcam...
11/15/2016 1:32 PM	Main Room	<b>Adam L (ROI Rocket)</b>	r ensuring a successful recruit: Set appropriate expectations with the client. For client lists, the success of the recruit is greatly dependent on the quality of the list. If you can disclose the client name (or whoever has the relationship with the people on the list) do so. It will help build credibility with the respondent and increase the chances they will agree and participate. Follow the same steps as the other study, but ensure the incentive is high enough to make it worth the physicians' time.
11/15/2016 1:32 PM	Main Room	<b>Jami P</b>	Docs aren't always the most tech advanced...you need someone that can talk through any issues in real time and fix the problem quickly

11/15/2016 1:32 PM	Main Room	<b>JasonH</b>	I'd always suggest more time between interviews with HCPs. As they avoid the tech checks, they're often delayed 5-10 mins at the start with techs helping them out.
11/15/2016 1:33 PM	Main Room	<b>Bronwen</b>	<a href="#">how do we make sure they don't get tripped up by the tech side -- especially if they don't want to do the checks, like Jason said.</a>
11/15/2016 1:33 PM	Main Room	<b>Chris G</b>	I think its easier to get a phone IDI than a video chat. A few factors come into this. First being that not having a web cam in their office could pose an issue. and secondly they may not want to do a video or not feel comfortable with a video
11/15/2016 1:33 PM	Main Room	<b>Lindsay P</b>	If a respondent must have computer/Internet access, then they are limited where they can complete the interview. With their busy schedules, this makes it more challenging.
11/15/2016 1:33 PM	Main Room	<b>Kirti</b>	Video Interviews are a hard sell, absolutely in our experience with docs.
11/15/2016 1:33 PM	Main Room	<b>Kristine</b>	Agreed, phone is always easiest. There are many on-line platforms where video IDIs can be completed via a mobile App
11/15/2016 1:33 PM	Main Room	<b>Monica G</b>	I agree with Chris and Lindsay
11/15/2016 1:34 PM	Main Room	<b>Andrea Mc</b>	If an office admin can help with the tech check (adt'l incentive for them) that can help
11/15/2016 1:34 PM	Main Room	<b>Bronwen</b>	<a href="#">Anything else we do to ensure these video interviews go smoothly with an audience that can be ... tech challenged?</a>
11/15/2016 1:34 PM	Main Room	<b>Adam L (ROI Rocket)</b>	It seems that all you can do is ensure they have the tech requirements, give them clear instructions, and then be available at the time of the study if they need help.
11/15/2016 1:34 PM	Main Room	<b>Adam L (ROI Rocket)</b>	By ensure I mean ask in the screener, since they dont want to do a tech check
11/15/2016 1:34 PM	Main Room	<b>Jami P</b>	Agreed...and provide simple tech
11/15/2016 1:34 PM	Main Room	<b>JasonH</b>	We always add a series of screener questions to the end with the goal of screening out the non- tech savvy respondents. We'd be able to do that with GPs in this scenario, but sometimes you need to take whoever you can get, so there needs to be some buffer built in knowing that there could be delays at the start of the interview.
11/15/2016 1:34 PM	Main Room	<b>Monica G</b>	it is tough to fit in IDIs with a docs schedule if they can do an online BBFG or telephone IDI that makes it easier on their schedule
11/15/2016 1:34 PM	Main Room	<b>Chris G</b>	Yes, very clear, step by step instructions is the easier. Asking in the screener if they are comfortable with whatever technology that will be needed is also important.
11/15/2016 1:35 PM	Main Room	<b>Adam L (ROI Rocket)</b>	agree with chrisG
11/15/2016 1:35 PM	Main Room	<b>Kirti</b>	Agree with Chris.
11/15/2016 1:35 PM	Main Room	<b>Monica G</b>	Agree
11/15/2016 1:35 PM	Main Room	<b>Kristine</b>	If GPs have challenges with tech checks we have someone on our team call them and walk them through it
11/15/2016 1:35 PM	Main Room	<b>Andrea Mc</b>	phone walkthrough of the tech setup vs. written instructions
11/15/2016 1:36 PM	Main Room	<b>Bronwen</b>	<a href="#">Thanks for helping me understand all the ins and outs of this one!</a>

11/15/2016 1:36 PM Main Room **Bronwen** Question: Now let's move on to \*asynchronous recruiting for projects like Bulletin Boards\* which may include things like diaries or in-store ethnographies. Once again, let's try to paint a picture of the recruit requirements.

11/15/2016 1:36 PM Main Room **Bronwen** Whiteboard: Scenario 3.PNG

Recruitment Scenario - 1 week Board:  
Men  
• Living in Eastern US  
• Ages 20-35  
• Planning a major home building or renovation project in the next 6 months  
• Willing to participate in an in-store exercise  
Assume 5% incidence.

11/15/2016 1:36 PM Main Room **Bronwen** Question: This time, let's assume we are looking for \*Men living in Eastern US age 20-35 who are planning a major home building/renovation project in the next 6 months to participate in an online bulletin board study.\* As part of the study, participants will be expected to go to specific hardware stores and provide information about purchasing decisions. They will be expected to use their mobile devices to capture their in-store experience. Assume incidence is 5% amongst men in this age group.

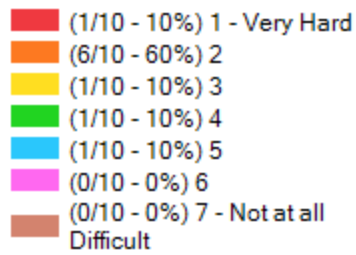
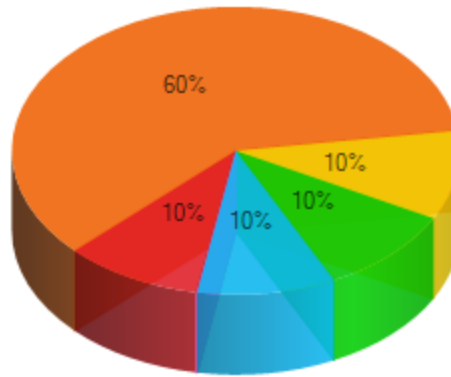
11/15/2016 1:36 PM Main Room **Lindsay P** At Plaza Research, we like to include the instructions in our confirmation emails that we send out as well as what the client sends to the recruits directly. This way all respondents will receive the instructions twice and are more likely to read them/comply.

11/15/2016 1:36 PM Main Room **Bronwen** Question: On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?

- 1 - Very Hard
- 2
- 3
- 4
- 5
- 6
- 7 - Not at all Difficult



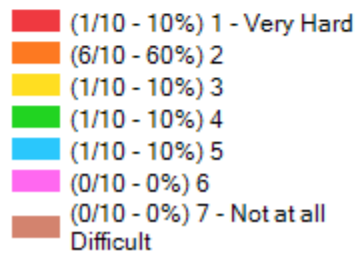
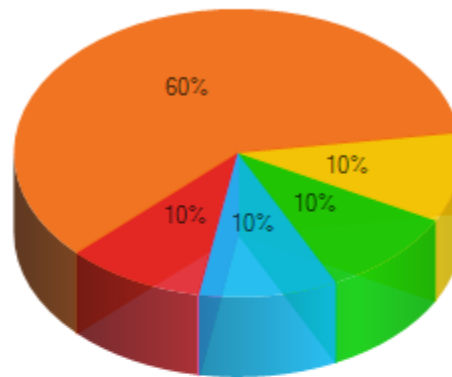
On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



11/15/2016 1:36 PM	Main Room	<b>Chris G</b>	2
11/15/2016 1:36 PM	Main Room	<b>Jami P</b>	2
11/15/2016 1:36 PM	Main Room	<b>Alan M</b>	2
11/15/2016 1:36 PM	Main Room	<b>Kristine</b>	3
11/15/2016 1:36 PM	Main Room	<b>JasonH</b>	1 - Very Hard
11/15/2016 1:36 PM	Main Room	<b>Monica G</b>	2

11/15/2016 1:37 PM	Main Room	<b>Kirti</b>	 2
11/15/2016 1:37 PM	Main Room	<b>Lindsay P</b>	 2
11/15/2016 1:37 PM	Main Room	<b>Adam L (ROI Rocket)</b>	 5
11/15/2016 1:37 PM	Main Room	<b>Andrea Mc</b>	 4
11/15/2016 1:37 PM	Main Room	<b>Bronwen</b>	

On a difficulty scale of 1-7 with 1 being very difficult and 7 being not at all difficult, how difficult would you rate this type of recruiting project?



11/15/2016 1:37 PM	Main Room	<b>Bronwen</b>	Okay. so a lot different here ... more on the 'difficult' side of things
11/15/2016 1:37 PM	Main Room	<b>Lindsay P</b>	Younger males are harder to recruit in general and also harder to ensure they show/participate.
11/15/2016 1:37 PM	Main Room	<b>Chris G</b>	Men in that age group are a tough git in and of itself. Add geo and then having a major project plus willingness to participate in an in store exercise makes it tough.
11/15/2016	Main	<b>Bronwen</b>	tell me more about that. What makes it more difficult than our other scenarios?

1:37 PM	Room		
11/15/2016 1:38 PM	Main Room	<b>Monica G</b>	Men just DO NOT want to commit to something like this! You would have to over recruit by double plus pay them a boatload of incentive!
11/15/2016 1:38 PM	Main Room	<b>JasonH</b>	Everything about it! Young men are really challenging to recruit and keep engaged, and a 6-month duration with a low 5% IR make for a project that will require a great deal of effort and expense from recruiters. Even if the technology platform is officially responsible for participant management, we would inevitably be part of the reminders/encouragement process from month-to-month, and would very likely need to refresh the recruit after the first month given expected drop-out rates.
11/15/2016 1:38 PM	Main Room	<b>Chris G</b>	agree with Monica, incentives would have to be high
11/15/2016 1:38 PM	Main Room	<b>Alan M</b>	and add an in-store task to this and it becomes that much more challenging
11/15/2016 1:38 PM	Main Room	<b>Jami P</b>	Agreed. The more you ask them to do, the harder it is...specifically for males and this age group
11/15/2016 1:38 PM	Main Room	<b>Bronwen</b>	<a href="#">Whiteboard: Scenario 3.PNG</a>
			<small>Recruitment Scenario - 1 week Board!</small> <small>Men</small> <ul style="list-style-type: none"> <li>• Living in Eastern US</li> <li>• Ages 20-35</li> <li>• Planning a major home building or renovation project in the next 6 months</li> <li>• Willing to participate in an in store exercise</li> </ul> <small>Assume 5% incidence.</small>
11/15/2016 1:38 PM	Main Room	<b>Alan M</b>	this one would have a larger over-recruit than your typical project for sure.
11/15/2016 1:38 PM	Main Room	<b>Kirti</b>	Also, nobody is renovating in the winters..
11/15/2016 1:38 PM	Main Room	<b>Monica G</b>	Challenge??? More like a nightmare! :)
11/15/2016 1:39 PM	Main Room	<b>Bronwen</b>	<a href="#">So, yeah. How do you deal with this nightmare?</a>
11/15/2016 1:39 PM	Main Room	<b>Bronwen</b>	<a href="#">Question: Are there any specific actions you would take which would help ensure a successful recruit?</a>
11/15/2016 1:39 PM	Main Room	<b>Monica G</b>	Right Kirti!
11/15/2016 1:39 PM	Main Room	<b>Alan M</b>	planning and time
11/15/2016 1:39 PM	Main Room	<b>Adam L (ROI Rocket)</b>	The study methodology isn't especially challenging, but the audience (low IR among young males) can be difficult. But as long as the IR holds it should be fine.
11/15/2016 1:39 PM	Main Room	<b>Jami P</b>	And it's a long participation requirement. I would suggest a 2-3 day board vs. week for this group.
11/15/2016 1:39 PM	Main Room	<b>Kristine</b>	Agreed, also we've done projects among this audience and those "planning" a major home project don't always follow through due to unexpected expenses in other areas. That would result in additional drop off.
11/15/2016 1:40 PM	Main Room	<b>Lindsay P</b>	at least 3 weeks to recruit, a higher incentive, and extra confirmation calls

11/15/2016 1:40 PM	Main Room	<b>JasonH</b>	Staggered incentives - smaller amounts offered after the first months, with the larger carrot at the end of the stick.
11/15/2016 1:40 PM	Main Room	<b>JasonH</b>	Probably a completion bonus incentive too
11/15/2016 1:41 PM	Main Room	<b>Monica G</b>	I would over recruit and use a telephone recruiter to get these folks not simply an online panel as that isnt going to get you people who will stay in teh game for the whole week AND go on a shopping trip to their home depot!
11/15/2016 1:41 PM	Main Room	<b>Kirti</b>	This will be all about having a reliable recruiter and great incentives. We do not typically do week long boards.
11/15/2016 1:41 PM	Main Room	<b>Lindsay P</b>	Perhaps also offer a "best participant" award so recruits stay engaged and give it their best throughout the entire project!
11/15/2016 1:41 PM	Main Room	<b>Kristine</b>	I definitely agree with the staged incentives as long as clearly communicated upfront and within the board
11/15/2016 1:41 PM	Main Room	<b>Monica G</b>	I would also pay them a very large incentive
11/15/2016 1:41 PM	Main Room	<b>Chris G</b>	A few ways to get this planned correctly would be first understanding those challenges and communicating them to the vendor. The screener would have to be very clear in the needs of the participant. Once they qualify, a further confirmation would be needed and I still think that there would be drop off in the 20-30% range once the project commences. I would suggest giving extra incentives if the in store activity is done as early as possible. Make it a competition if possible
11/15/2016 1:41 PM	Main Room	<b>Adam L (ROI Rocket)</b>	Phone confirmation, setting very clear instructions/expectations, and making reminder calls.
11/15/2016 1:41 PM	Main Room	<b>Lindsay P</b>	I agree with Jason
11/15/2016 1:41 PM	Main Room	<b>Bronwen</b>	<a href="#">Someone mentioned the in store part. Are there things you would do specifically to prepare for that mobile part of the study?</a>
11/15/2016 1:41 PM	Main Room	<b>Monica G</b>	Make sure they are told in the screener that it will be expected of them
11/15/2016 1:42 PM	Main Room	<b>Monica G</b>	no surprises that way
11/15/2016 1:42 PM	Main Room	<b>Chris G</b>	It would have to be clearly indicated in the screener that they are comfortable doing the activity
11/15/2016 1:42 PM	Main Room	<b>Kristine</b>	Clear expectations- when do they need to go the store, what do they do instore, etc. If photos or videos are required make that clear upfront.
11/15/2016 1:42 PM	Main Room	<b>Jami P</b>	Set clear expectations, screen for plan to go to store
11/15/2016 1:42 PM	Main Room	<b>Jami P</b>	Ensure incentive covers gas, time, etc.
11/15/2016 1:42 PM	Main Room	<b>JasonH</b>	Another step during screening - checking both for tech capability, but also for being willing and committed.
11/15/2016 1:42 PM	Main Room	<b>Chris G</b>	Jami, yes, often times the time and effort are not included and they should be
11/15/2016 1:42 PM	Main Room	<b>Monica G</b>	I think some have the duration wrong... we are running a 1 week board and they ahve to be Planning a remodel in the next 6 months right?
11/15/2016 1:43 PM	Main Room	<b>Bronwen</b>	<a href="#">I've heard a lot about incentive to ensure engagement. any other steps you'd take to ensure engagement over the one week board?</a>

11/15/2016 1:43 PM	Main Room	<b>Kirti</b>	Agree with Kristine, explain and write instructions in emails.
11/15/2016 1:43 PM	Main Room	<b>Andrea Mc</b>	This isn't specific to mobile collection, but having a letter from the company sponsoring the research about why they're there filming/taking pics if they get stopped by an employee
11/15/2016 1:43 PM	Main Room	<b>Alan M</b>	I'd want to have sufficient time to recruit and then ensure the participants completed the instore task. I'd do a confirmation by phone or have them send in advance. Otherwise you'd be holding your breathe when the group started
11/15/2016 1:43 PM	Main Room	<b>Adam L (ROI Rocket)</b>	Agree with Kristine
11/15/2016 1:43 PM	Main Room	<b>Jami P</b>	Agreed.
11/15/2016 1:43 PM	Main Room	<b>Alan M</b>	and wouldn't have left yourself anytime to recruit replacements
11/15/2016 1:43 PM	Main Room	<b>JasonH</b>	Monica is right - I thought it was a 6 month engagement!
11/15/2016 1:43 PM	Main Room	<b>Monica G</b>	Reminder emails and phone calls. keeping them engage
11/15/2016 1:43 PM	Main Room	<b>JasonH</b>	A one-week board makes this much less concerning.
11/15/2016 1:44 PM	Main Room	<b>Bronwen</b>	<a href="#">Ah, nope a one week engagement but planning for six months ahead</a>
11/15/2016 1:44 PM	Main Room	<b>Jami P</b>	You have to make sure the topic is interesting to the participant. I once was asked to recruit for a similar project and the topic was eggs. Really? Who wants to talk about eggs for a week.
11/15/2016 1:44 PM	Main Room	<b>Adam L (ROI Rocket)</b>	we would want to define "planning" in the screener
11/15/2016 1:44 PM	Main Room	<b>Monica G</b>	I would slit my throat if I had to herd this group over 6 months! :)
11/15/2016 1:44 PM	Main Room	<b>Chris G</b>	Keeping them engaged is crucial. Possibly before the board starts give them homework
11/15/2016 1:44 PM	Main Room	<b>Lindsay P</b>	LOL Monica
11/15/2016 1:44 PM	Main Room	<b>Kristine</b>	The great thing about boards is that once respondents participate in the 1st exercise they're likely to stay engaged and complete! I love the suggestion to have the in store exercise completed first as that is the most challenging part of this project.
11/15/2016 1:44 PM	Main Room	<b>Gilles G(to Moderators)</b>	<a href="#">Hi Bronwen, the backroom is wondering if you could slow down a little. :)</a>
11/15/2016 1:45 PM	Main Room	<b>Bronwen(to Moderators)</b>	<a href="#">got it</a>
11/15/2016 1:45 PM	Main Room	<b>Monica G</b>	I agree with Kristine with a good moderator they want to come back
11/15/2016 1:45 PM	Main Room	<b>Bronwen</b>	<a href="#">Got it. Other thoughts before we look at one more?</a>
11/15/2016 1:46 PM	Main Room	<b>Bronwen</b>	<a href="#">Okay! last one for today!</a>

11/15/2016 1:46 PM	Main Room	<b>Bronwen</b>	<a href="#">Whiteboard: Scenario 4.PNG</a>
			<p>Recruitment Scenario - 3 month community</p> <p>Notes</p> <ul style="list-style-type: none"> <li>• Living in Eastern US</li> <li>• Ages 20-35</li> <li>• Planning a major home building or renovation project in the next 6 months</li> <li>• Willing to participate in an in store exercise</li> </ul> <p>Assume 5% incidence.</p>
11/15/2016 1:46 PM	Main Room	<b>Bronwen</b>	Question: Next let's assume similar participants were asked to continue to take part in the study over a 3 month period and provide insight during future hardware purchases. Have you seen or tried anything that works well from a recruitment and incentives point of view that leads to success keeping participants engaged over time?
11/15/2016 1:46 PM	Main Room	<b>Alan M</b>	I think JasonH already addressed the community scenario
11/15/2016 1:47 PM	Main Room	<b>Chris G</b>	keeping them engaged is critical for a community. Quick Polls, short exercises, incentives and bonuses and sweepstakes sort of activities
11/15/2016 1:47 PM	Main Room	<b>Andrea Mc</b>	Contributing towards their future purchases through incentives
11/15/2016 1:47 PM	Main Room	<b>Monica G</b>	OK Like I said earlier time to slit my throat! :)
11/15/2016 1:47 PM	Main Room	<b>Adam L (ROI Rocket)</b>	We have success breaking the incentive up across the study, and then offering a higher amount for completing everything. For example, \$50 for month 1, \$50 for month 2, and \$100 for month 3. This is only a good approach if the client is willing to accept partial data (1 month only) otherwise you dont want to pay them for data you cant use
11/15/2016 1:48 PM	Main Room	<b>Kirti</b>	Our clients so far have not tried this methodology. It's a much faster turn around.
11/15/2016 1:48 PM	Main Room	<b>JasonH</b>	The term "community" always needs to be defined. Are they truly interacting with fellow respondents in a community setting, or is it more of a digital ethnography?
11/15/2016 1:48 PM	Main Room	<b>Monica G</b>	Seriously - again I would ONLY use a recruiter who gets on the phone for recruiting and reminders
11/15/2016 1:48 PM	Main Room	<b>JasonH</b>	Depending on the answer there are different approaches to engagement.
11/15/2016 1:48 PM	Main Room	<b>Kristine</b>	I agree. Engagement is critical. Lots of time clients want a community and are then surprised that they need to create/provide opportunities for communication and involvement otherwise they'll drop out/forget about their commitment to the community.
11/15/2016 1:48 PM	Main Room	<b>Adam L (ROI Rocket)</b>	Yes, phone reminders will be key
11/15/2016 1:49 PM	Main Room	<b>Chris G</b>	Jason, I agree, I think a 3 month blinded community where they arent engaging with each other would result in massive amounts of drop off
11/15/2016 1:49 PM	Main Room	<b>Monica G</b>	also over recruit and expect to have to make replacements ... incentive would need to be creative over the 3 months to keep them active and engaged
11/15/2016 1:49 PM	Main Room	<b>Andrea Mc</b>	Avoiding holidays
11/15/2016 1:49 PM	Main Room	<b>Jami P</b>	Plan for monthly drop offs, and get a clear understanding from client on what min. participation is ok per month.
11/15/2016	Main	<b>Chris G</b>	I think holidays would be fine, if its more of a weekly engagement and incentives are set correctly

1:49 PM	Room		
11/15/2016 1:50 PM	Main Room	<b>Bronwen</b>	<a href="#">How much of an over recruit do we think of for this? Or drop off rate?</a>
11/15/2016 1:50 PM	Main Room	<b>Monica G</b>	I agree with Chris cant be blinded you would have huge drop out
11/15/2016 1:50 PM	Main Room	<b>Alan M</b>	there also needs to be sufficient activity over the course of time to keep them engaged. respondents would likely only log into a "community" a couple of times and if there is nothing new - they'd be less inclined to return.
11/15/2016 1:50 PM	Main Room	<b>Monica G</b>	these guys need to talk to each other... make it into a remodeling blog!
11/15/2016 1:50 PM	Main Room	<b>Kirti</b>	Our Moderators will also be leery of suggesting anything more than a week.
11/15/2016 1:50 PM	Main Room	<b>Adam L (ROI Rocket)</b>	if we're still talking about young male we should probably assume AT LEAST a 50% drop off
11/15/2016 1:51 PM	Main Room	<b>Jami P</b>	Depends on what the client considers a full monthly participant. Do they need to fully participate in everything, or 75, 90% of activities.
11/15/2016 1:51 PM	Main Room	<b>JasonH</b>	Depends on what will be asked of the respondent from week-to-week. If you strike the right balance with how much they'll be asked to do, and keep them sincerely interested, then drop-off will be much lower.
11/15/2016 1:51 PM	Main Room	<b>Chris G</b>	It would depend on the community. I've worked on hugely successful communities with the same demo mostly by keeping them engaged and having a forum where they can community and bounce ideas of one another
11/15/2016 1:51 PM	Main Room	<b>Chris G</b>	*communicate not community
11/15/2016 1:51 PM	Main Room	<b>Jami P</b>	If budget allows, I would over recruit by 50%. I always prefer to end with a few more than not enough.
11/15/2016 1:51 PM	Main Room	<b>JasonH</b>	The hope is that the research team has a solid plan from the start for what will go into each week of each month.
11/15/2016 1:52 PM	Main Room	<b>Bronwen</b>	<a href="#">Got it. Any other thoughts on this one?</a>
11/15/2016 1:52 PM	Main Room	<b>Bronwen</b>	<a href="#">(other than: glad I am not bidding on it?)</a>
11/15/2016 1:52 PM	Main Room	<b>Jami P</b>	:)
11/15/2016 1:52 PM	Main Room	<b>Monica G</b>	I'm glad your not bidding on it too!
11/15/2016 1:52 PM	Main Room	<b>Chris G</b>	nope, it actually looks easier than the first scenario
11/15/2016 1:52 PM	Main Room	<b>Alan M</b>	yes, Jason makes a good point. I've seen communities die a slow death not because of the respondents but because researchers didn't have the activities to support it.
11/15/2016 1:53 PM	Main Room	<b>JasonH</b>	Also, anytime I'm told incidence is 5% I assume it'll actually be 2%...
11/15/2016 1:53 PM	Main Room	<b>Bronwen</b>	<a href="#">so we've got a couple of minutes left. We've got suppliers and buyers here. What advice do you have for each other? Any final words of wisdom so you can move closer to that 'partnership' goal we talked about earlier?</a>
11/15/2016 1:54 PM	Main Room	<b>Lindsay P</b>	Communication is the key to success! As long as we openly communicate and are proactive, anything is possible!

11/15/2016 1:54 PM	Main Room	<b>Kristine</b>	Open communication and sharing is critical to establishing a partnership. Share objectives, potential challenges and in the success of project.
11/15/2016 1:54 PM	Main Room	<b>Alan M</b>	Communication is imperative. Ask lots of questions on both sides
11/15/2016 1:54 PM	Main Room	<b>JasonH</b>	I love to be involved as early on as possible with the bidding process. When I can help review a draft screener and discuss the plan for what respondents will be asked to do, it always helps get things started properly. It's much harder when recruiters don't have any say with how a screener and project are developed.
11/15/2016 1:55 PM	Main Room	<b>Monica G</b>	I think we all agree on that one Communication is the most important!
11/15/2016 1:55 PM	Main Room	<b>Andrea Mc</b>	Just open communication. I'm more than willing to be flexible if asked, but having been on the supplier side in the past I know sometimes you can be concerned about going back to a client on something. Partnership is give and take on both sides. Also clear expectations from the get-go (no 5-min screener in the quote specs and then delivering a 50-question doc)
11/15/2016 1:55 PM	Main Room	<b>Chris G</b>	I'll jump on the bandwagon. Communication is the most critical part of the recruit from both sides. You can fix a problem unless you know you have one.
11/15/2016 1:55 PM	Main Room	<b>Bronwen</b>	<a href="#">Awesome! Well, thank you all so much for taking time to communicate with me!</a>
11/15/2016 1:55 PM	Main Room	<b>Chris G</b>	thanks Bronwen!
11/15/2016 1:56 PM	Main Room	<b>Jami P</b>	Thank you!
11/15/2016 1:56 PM	Main Room	<b>Bronwen</b>	<a href="#">It is so fun to have a moment to chat with peers and hear what's going on in their worlds!</a>
11/15/2016 1:56 PM	Main Room	<b>Andrea Mc</b>	Thanks!
11/15/2016 1:56 PM	Main Room	<b>Monica G</b>	Thanks you Bronwen!
11/15/2016 1:56 PM	Main Room	<b>JasonH</b>	Thanks for having me!
11/15/2016 1:56 PM	Main Room	<b>Bronwen</b>	<a href="#">Thanks for taking the time and I look forward to seeing you all IRL (as the kids say) on future projects</a>
11/15/2016 1:56 PM	Main Room	<b>Lindsay P</b>	I agree! Have a great day all :)
11/15/2016 1:56 PM	Main Room	<b>Kristine</b>	Thanks! That was fun!
11/15/2016 1:56 PM	Main Room	<b>Jami P</b>	It was fun. You all too.
11/15/2016 1:56 PM	Main Room	<b>Alan M</b>	This was great. Thanks for the opportunity to participate.
11/15/2016 1:56 PM	Main Room	<b>Kirti</b>	Having a strong relationship with my research suppliers has helped us tremendously. We all appreciate sincerity.This was fun :-)
11/15/2016 1:56 PM	Main Room	<b>Bronwen</b>	<a href="#">Cheers!</a>
11/15/2016 1:57 PM	Main Room	<b>Kirti</b>	Cheers Indeed!



11/15/2016 1:57 PM	Main Room	<b>Adam L (ROI Rocket)</b>	Thanks!
11/15/2016 1:58 PM	Main Room	<b>CandaceN</b>	Thanks again everyone. To log out you just need to close the window or click on your name and choose Logout in the upper right corner of the screen.
11/15/2016 1:58 PM	Main Room	<b>Garnette</b>	Special thanks to Bronwen for a great job moderating and all of the participants for a great session as part of EVOLVE!