



POINT COMMUNICATIONS::market research support

Every project is unique, demanding of detailed implementation of specific methodologies. The buck stops at the team executing the vision.

From intense 1500-person studies to intimate IDI's, POINT professionals are experienced and trained in supporting multiple methodologies.

POINT categorizes staff in the following ways:

- **GUIDE:** Professionals who know to greet respondents and truly guide them through the process, ensuring they are where they are supposed to be when they're supposed to be there. All are/will train to become interviewers as they progress.
- **INTERVIEWER:** 1:1 interviewing following a provided questionnaire. This level knows how to probe. All have worked static projects, with most having at least limited experience with dynamic. This level has worked multiple projects for at least 2 years.
- **MODERATOR:** In-depth probing in both dynamic and static studies. This level is experienced in open ends that require depth and detail. When a rating alone doesn't suffice, they get to the "why" behind the number. Many of these professionals have a wide array of experiences, including Virtual Reality moderating, IDI moderating, and working with respondents through multiple modules.
- **FRONT DESK SUPPORT/MANAGEMENT:** From tablet programming and syncing to on-line registration and live check-in/out processes and incentive distribution. Proactive confirmation and "where are you" calls, including open communication with recruiting agency.
- **ON-SITE RECRUITMENT/CONFIRMATIONS/RESCHEDULES:** Many of the POINT team members are experienced working with recruits in multiple situations. We have saved failing quotas with on-site recruiting and re-scheduling efforts.
- **QUOTA MANAGEMENT:** Real time quota management staff available.
- **FOCUS GROUP SUPPORT:** Choosing and scheduling respondents to participate in focus groups when they meet assigned qualifications.

MODERATOR • INTERVIEWER • GUIDES • STAFFING • FRONT DESK • PROJECT MANAGEMENT • LOGISTICS

QUALITATIVE • QUANTITATIVE • CLINICS • FOCUS GROUPS • IDI'S • IN-HOMES

Need a team of 60 guides/interviewers in another state? We've done it. Roxann remotely interviews and selects local candidates who will work with the POINT team of seasoned professionals on the project. When necessary, Roxann and her training team go early and personally train each candidate before they are in the field representing you and your client.

Have a clinic with 7 separate modules, or say 16 vehicles with fly-in respondents who need tending? We've done it. Transportation, accommodations, food, entertainment/perks, concierge service for respondents flying in from all over the US.

Project delayed due to weather? Been there. 3 days later due to snow storm...

Need respondents to be discreetly weighed and measured? Done it.

Respondents who bring their kids or dogs to the study? Managed that.

Professional or NQ respondents showing up? Managed that.

Hit quota early and need to cancel groups or sessions? Managed that.

Not hitting quota and need on-site recruiting? Done it...saved more than one study in that scenario.

After 25 plus years in the field, there isn't much we haven't seen and managed.

POINT handles project management for logistics and details like:

- Vendor RFP's, scheduling, communication and planning
 - Security, product acquisition, staffing, AV, decorators, lighting, furniture, transcription, recruiting, respondent details (travel, incentives, incidentals)
- Facility location scouting, negotiating, and on-site liaison
- Catering planning within budget, but not the same 'ol, same 'ol
- Client entertainment arrangements
- Hotel and transportation negotiating
- Details that make a project run smoothly and successfully

Need references? Just ask.

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AMMENITIES:

POINT can provide all necessary items for front desk. All office supplies, pens, etc. can be provided at no additional charge. Printer, paper and name badges for a nominal fee. Just let us know!

If a job is local to LA/OC/SD counties, POINT will happily provide misc. entertainment items for clients to use during their stay. For example, beach chairs, frisbee, boogie boards, beach towels, firewood and smore's makings, discounted tickets and reservations for local attractions like whale watching, surf lessons, stand-up paddle boarding, beer tastings, restaurant recommendations and reservations, etc. Want to bring the In-and-Out Burger truck to a project? No problem! Especially fun for clients coming from out of the Country.

MINIMUM FEES:

A minimum of 4 hours per POINT team member is charged, even if a clinic day is cancelled. Our team has allocated their time based on the schedule provided and cannot accept additional work during that time.

OVERTIME/BREAKS, ETC.

California labor law requires that overtime be paid after 8 hours in a day or 40 hours in 7 consecutive days.

Breaks are taken as the schedule and clinic timing permits.

DEPOSIT:

A 50% deposit is required. Client will be billed at actual based on approved proposal/quotation. Final payment due net 30 days.