

**Perception Solutions, Inc. is pleased to invite you to attend  
a FREE luncheon presentation and discussion on:**

**"A practical approach to designing, analyzing and interpreting  
membership surveys"**

**Wednesday, April 6, 2011  
12:00 noon - 1:30 pm**

Willoughby Tower, 8 S. Michigan, 13<sup>th</sup> Floor Conference Room, Chicago, IL  
**Complimentary lunch provided**

**Agenda**

**12:00 pm – 12:20 pm Lunch is served**

**12:20 pm – 12:30 pm Attendee introductions, meeting needs and expectations**

**12:30 pm – 1:15 pm Ken Colbert, Sr. Analyst, Perception Solutions, Inc. will lead an  
interactive exercise that will demonstrate how to:**

- **Design an effective survey**
- **Consolidate, stratify and trend data effectively**
- **Leverage maximum information from surveys**
- **Determine factors most important to members**

**Ken will also give a brief presentation discussing:**

- **Ways to increase your analytics IQ**
- **Tips and pitfalls in using and presenting data**
- **Popular statistical techniques demystified.**

**1:15 pm – 1:30 pm Questions & Answers  
Program concludes**

Ken Colbert has over 23 years of experience in statistical analysis. He earned his MS in Mathematics from DePaul University and a BS in Engineering from Northwestern University. He specializes in statistical analysis, presentation and simulation. Ken has authored or contributed to numerous articles and has presented at various national and international conferences.