



DATAJOE'S RESEARCHER
MEGA CONFERENCE 2009
WEBINAR EDITION

Official Schedule of Events

****Please Note:** All times are MDT, please adjust accordingly to your time zone.

DATAJOE
make your data **mean business**

Monday, October 5th

9:30 a.m. – Best Ideas Roundtables

Join this session to hear the Best Ideas used in the last year by each researcher in attendance. This session always proves to be our most popular as new ideas are generated and often incorporated into use at other publications. The DataJoe team will be the host and moderator and will gladly share its screen with anyone who has visuals during their turn at the "mic." A second session will be held on Tuesday. Please join us for one or both sessions!

11:30 a.m. – Social Network Your Data

Creating a social network around your database can bring in new customers, create a conversation among your readers and alert them to new products for purchase. DataJoe users already using social networking relative to their data products will present on how to make it all happen. Presenters include: Alaine Keisling, Researcher at Central Penn Business Journal; Christina Davis, Editor at Worcester Business Journal; and Matt Carmichael, Research Director at Crain's Chicago Business.

2:00 p.m. – DataJoe's Clarification Stations – Topic: Subs vs. Inner Projects

Want to know more about sub-projects vs. inner-projects? Attend this "Clarification Station" Webinar and DataJoe will guide you through when and how to use these two complex project types.

Tuesday, October 6th

10:00 a.m. – Turning Site Metrics into Revenue

Now that DataJoe gives you the ability to download the metrics relating to your E-commerce site, learn what to do with it! This Webinar will feature researchers who take the numbers and run ... straight to their marketing, IT and editorial offices and put the numbers to use. Find out how to translate what you see in your site metric download and use it to tweak projects, fix your pricing and identify your target market. Presenters include our very own Sales Manager, Johnny Levy; Kevin Black, Director of Research at San Diego Business Journal; and Matt Carmichael, Research Director at Crain's Chicago Business.

1:00 p.m. – Best Ideas Roundtable

Join this session to hear the Best Ideas used in the last year by each researcher in attendance. This session always proves to be our most popular as new ideas are generated and often incorporated into use at other publications. The DataJoe team will be the host and moderator and will gladly share its screen with anyone who has visuals during their turn at the "mic." Because this session may have different attendees from the first, feel free to join us for one or both sessions!

2:30 p.m. – Researcher Web Cafe

Join us for a fun "get together" and see your research colleagues face-to-face! For those who have, or can use a Web cam, we're holding a fun session mid-week to allow persons to network and discuss relevant research topics or just topics of the day. This session is limited to the first 15 people who RSVP and have a Web cam, so make sure you register soon!

Wednesday, October 7th

10:00 a.m. – New Functionalities

Join this session to learn about new updates and functionalities that have been introduced during the past year.

11:30 a.m. – Winner’s Webinars – Subjective Awards

Our DataJoe Award Winners will be announced prior to the Webinar Conference, but we still want to make sure they’re recognized! Winners will present and give a description about the process for their winning project and judges’ comments will be revealed during this session. Attend this Webinar to ask researchers detailed questions and find out what it takes to become a DataJoe Award Winner!

2:00 p.m. – DataJoe’s Clarification Stations – Topic: Associating E-Commerce Products

Want to know more about associating products together for a better E-commerce page? Attend this “Clarification Station” Webinar and DataJoe will walk you through this often-asked-about advanced process.

Thursday, October 8th

9:30 a.m. – Scouting out Data 2.0

We’re bringing back one of our most popular sessions! Knowing how to root out data in free and accessible places can save you an enormous amount of research time. Data experts will present on the best places to find data and how to put it to use. Moderated by DataJoe’s Johnny Levy, presenters include Alaine Keisling, Researcher for Central Penn Business Journal and Anne Marks, Data Editor for Crain’s Detroit Business.

11:30 a.m. – Nominations: A Researcher’s Experience

Jessica Sabbath, Special Projects Editor for Virginia Business will explain her publication’s experience using the new Nominations tool in DataJoe. Virginia Business was the first publication to use the tool for both their CPAs and Attorney nomination projects. Though using DataJoe constituted quite a change in their process, it saved the publication enormous amounts of time. If running a nominations campaign is something your publication is interested in doing, don’t miss out on this Webinar! Jessica will answer your questions and will take feedback on the Nominations tool and its possible uses.

1:30 p.m. – Publishing 20,000 Records in a Single Project

Sports Business Journal compiles over 20,000 records in its Fact Book product that prints each year in bound form (and is now online!) This book is compiled out of more than 10 projects and inner-projects, yet is produced by only a handful of editors and production artists. As a trade journal, Sports Business faces different challenges than many business publications, but they can also relate to being creative with inner-projects, E-commerce and the survey process. Sit in on this Webinar to understand how one publication manages more than 20,000 records with integrity and accuracy.

Friday, October 9th

12:00 p.m. – Winner’s Webinars – Objective Awards

Our DataJoe Award Winners will be announced prior to the Webinar Conference, but we still want to make sure they’re recognized! Objective awards are determined through the system. Awards for this category include: Percent of Survey Returns Averaged Over Time, Number of Products Sold vs. Page Views and Average Number of Records Updated (per researcher). Attend this Webinar to ask researchers detailed questions and find out what it takes to become a DataJoe Award Winner!

2:00 p.m. – DataJoe’s Clarification Station – Topic: Creating a Search Page on your E-commerce site

Want to know more about creating a search page on your E-commerce site? Attend this “Clarification Station” Webinar and DataJoe will walk you through this often-asked-about advanced processes.

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Please visit our conference website for upcoming news and updates on this year’s MEGA Researcher Conference 2009 - Webinar Edition. [Click here](#) for more details.

You can also contact us at conference@datajoe.com or call us direct at 303.989.1300

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