



FOR IMMEDIATE RELEASE

Vision Critical to Showcase Talent and Innovation at AMSRS Conference

[SYDNEY - 6 September 2010] - Global research and technology firm Vision Critical® will showcase some of its practices and products at [Eyes Wide Open](#), the 2010 Conference of the Australian Market & Social Research Society Limited ([AMSRS](#)).

The conference, which takes place on 9 and 10 September at the Melbourne Convention and Exhibition Centre, will feature presentations from several Vision Critical thought leaders:

- Chief Research Officer Andrew Grenville will discuss the findings of a groundbreaking study that discerned whether social media can become a hostile environment for advertisers.

- Founder & President, Tech Solutions Andrew Reid will introduce the latest innovative research techniques.

- Engagement Strategy Director Daniel Alexander-Head and Qualitative Research Director Bala Rajan will discuss how to conduct qualitative research on online communities.

The Australian Market & Social Research Society Limited (AMSRS) is a not-for-profit professional membership body of over 2,000 market and social research professionals who are dedicated to increasing the standard and understanding of market and social research in Australia.

About Vision Critical®

[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including 40 of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

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