



Marketing Research Association



"A company membership with MRA provides opportunities to grow and develop my company. Through MRA's member community I have opportunities to meet potential clients, learn about research trends and engage with the entire profession."

Kim Larson, PRC
Information Alliance

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Spotlight

MRA's CEO Summit Is Only A Few Weeks Away...Hotel Cutoff Next Week!

As a leader of your organization this is the event you must attend for the opportunity to collaborate with colleagues on new ideas and solutions. MRA's CEO Summit is still the ONLY event in the industry bringing together C-level executives.

Register today before time runs out! The hotel deadline is Monday, January 18. [More](#)

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Upcoming Events

CEO Summit 2010

The CEO Summit promises to accelerate your strategic thinking, give you key deliverables to immediately use, and provide you with opportunities to think through real business issues. [More](#)

MRA Webinar: Connecting to your Stakeholders through Brand Story

Attend the webinar on January 20 at 1:00 - 2:00 p.m. ET and learn the elements for a great brand story. Learn how to use insights to craft successful brand story and things you can do right to apply the principles to your organization. Register Today! [More](#)

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News

Arbitron CEO Skarzynski resigns

01.13.10

The chief executive of Columbia-based radio-ratings company Arbitron unexpectedly resigned Monday as questions were being raised about the truthfulness of his recent congressional testimony.

[More](#)

New HIPAA Rules go into effect February 17, 2010: Are You Ready?

01.12.10

The HIPAA rules were revamped and dramatically expanded early in 2009 by the Health Information Technology for Economic and Clinical Health Act (the HITECH Act). New provisions under the HITECH Act require:

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CEO Summit 2010

February 10-12, 2010
Boca Raton, FL



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