

# Capabilities



## Association Specialists

- **STRATEGIC PLANNING**  
In depth counsel and intelligence to ensure you evolve with your marketplace
- **MEMBER NEEDS**  
Specialized methodologies for mapping the world as your members see it
- **CONFERENCE PLANNING**  
Ensuring the continued vitality of what is likely your greatest source of revenue
- **EDUCATIONAL PROGRAMMING**  
We are education specialists – well versed in program development and marketing
- **INDUSTRY REPORTS**  
Insight you can use and promote.

Sector Intelligence is staffed only with senior level associates who are academically trained in multiple research methods and are market-tested executives

Sector Intelligence was founded by a former association management firm executive who also served for many years as a university-based social research specialist. For more than a decade, the firm has provided counsel, as well as member and industry research services to some of the most recognizable associations and professional societies. Sector Intelligence projects are managed and executed ONLY by senior level research analysts and seasoned executives. You will find your experience with Sector Intelligence to be professional, thorough, and cost effective.

### EXPERTS IN MULTIPLE METHODOLOGIES

- surveys
- focus groups
- in-depth interviewing
- participant-observation
- ethnographic fieldwork
- documentary making
- conjoint analysis
- online community analysis
- web "listening"
- instant video feedback
- secondary research



mind your customer™

**Contact**  
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