

# Sector Concierge™

All your association research needs. One price. On-demand.



## Concierge Packages

- **Level 1: Go-To Team**  
(\$1500-\$3500/mo.)  
Member needs, Conference, Product, and Industry surveys and focus groups conducted by seasoned association and research experts. On demand, phone call away.
- **Level 2: Brand Building/Member Growth**  
(\$3,000-\$5,500/mo.)  
Level 1 offering + ethnographic fieldwork to understand how your association brand is perceived and used in the industry and beyond. Produce ongoing brand positioning as well as member acquisition and retention strategies.
- **Level 3: Industry Leader**  
(\$5,000 +/-mo.)  
Level 2 offering + syndicated industry research production and distribution + research-based blog and speech development along with socials media strategies.

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



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