

Gaither University

Strategic Platform Presentation



Gaither International Philosophy

At Gaither International we take great pride in our commitment to ensuring that customers are always our number one priority.

We don't just produce surveys, we build relationships, we share information and we mutually educate ourselves.

This relationship with our customers allows us to gather information and use it to maintain, improve and innovate our products, processes and services.



Gaither University Agenda

- Vision and Mission
- Objective
- Instructional goals
- Resources
- Course Description
- Intended Audiences
- Dates



Gaither University Vision & Mission

Vision:

To share the knowledge acquired in over 30 years of experience working in Puerto Rico.

Mission:

Pass the knowledge acquired through experience to those eager to learn



Gaither University Objective

We have only one objective:

To turn our clients into true “connoisseurs” of research, so that they can signalize what unequivocally fulfills their information needs



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At end of this course the participants will be able to:

- Understand the importance of market research, and when, where and how it is to be conducted
- Grasp the reach and limitations of different research methodologies
- Learn about the theoretical and practical ways of conducting research, including the questionnaire preparation.



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At end of this course the participants will be able to:

- Discuss real cases and their application to today's reality as well as possible solutions using available research techniques
- Know how to design samples



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At end of this course the participants will be able to:

- Learn to use the different sources of information and how to complement the research using various studies.
- Prioritize tomorrow's research and gain a deeper understanding of the investigation that need be conducted in the future.



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In other words, to learn...

- **WHY** you should conduct Marketing Research
- **WHEN** you should implement Marketing Research
- **HOW** you should use Marketing Research
- **WHAT** you need to conduct Marketing Research
- **WHO** you should target with Marketing Research
- **WHERE** you should conduct Marketing Research



Gaither University Internal Resources

- Gilberto Castro (25 years of experience)
- David Whitehouse (30 years of experience)
- Roberto Trigos (38 years of experience)
- Jose R. Garcia (17 years of experience)
- Aracely de la Torre (40 years of experience)
- Luis Burset (37 years of experience)
- Ana Gordillo (30 years of experience)
- Nancy Diaz (32 years of experience)



Gaither University External Resources

- Gloria Viscasillas (Banco Popular)
- Arnaldo Cruz (Foundation Puerto Rico)
- Marijo Laborde (Econo)
- Luis Iturralde (Business Professor)
- Andrés Claudio (Hearts and Science)
- Alejandro Baer (FirstBank)
- Alex Lignos (JMD)
- Marta Almeyda (Sagrado Corazón)



Gaither University Course Description

- 7 working sessions of approximately 2 and a half hours each
- Sessions will be conducted once a month on the last Thursday.
- Every session will start at 9:00 am and end at 11:30am.
- Price: \$25 per person per session (includes light breakfast & lunch)



Gaither University Course Description

Courses will be at Gaither's facilities and will include:

- Theoretical explanation
- Presentation of real cases
- Guest speakers
- Class discussions
- Individual and groups presentations



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Course Description Unit #1

The process of research

Where is my brand/product positioned at this moment?

What is market research?

What do I really want to know?

Most effective Methodology?

Who is my consumer?

Where do I find him/her?

Internal resources
David Whitehouse
Roberto Trigos

Guest speaker
Gloria Viscasillas



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Course Description Unit #2

The process of research (cont.)

Sample design, How many interviews do I need?

Do my sample is representative of my target group?

How do I design a valid questionnaire?

How to avoid Guided questions?

Interviewer training and field supervision?

Internal resources

David Whitehouse

Nancy Diaz

Ana Gordillo

Jose R. Garcia

Guest speaker

Luis Iturralde



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Course Description Unit #3

Basics concepts for Qualitative studies

What are the benefits and limitations of Qualitative research?

Do I know When to use it, when NOT to use it?

The importance of clear objectives, Do I know what to investigate?

When to conduct it, before or after Quantitative studies?

How many Focus Groups should we need?

Internal resources
Aracely de la Torre

Guest speaker
Alex Lignos (JMD)



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Course Description Unit #4

How to include research in the Marketing plans?

What information should be included?

How do I write it?

What kind of Research data should be included?

How to implement alternative plans?

From the desk to the field and the field to the desk
(Execution)

Include learnings for future plans?

Internal resources

Marta Almeyda
Roberto Trigos

Guest speaker

Marijo Laborde



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Course Description Unit #5

Data base platforms

How do I improve my MBP usage?

How could I integrate other platforms?

How to integrate different research studies?

Learn how to design automatic reports

How to integrate external research with internal data?

Internal resources
Gilberto Castro
Luis Burset

Guest speaker
Alejandro Baer



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Course Description Unit #6

Measure the effectiveness of the advertising through market research?

What is the equity of my brand?

Is my message well perceived?

Am I really impacting my target group?

Am I advertising in the correct media?

How to reach my consumers?

Internal resources
David Whitehouse
Roberto Trigos

Guest speaker
Andrés Claudio



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Course Description Unit #7

Measure the effectiveness of the social media through research?

What is the impact of repeated messages?

Do like counts translate into sales?

How to avoid social media sample misrepresentation?

How to define your social media target?

How do I keep up to speed with so many changes?

Internal resources
David Whitehouse
Jose R. Garcia



Gaither University Intended Audience

- This course is for all executives that are already or would like to be more involved in the preparation, analysis and presentation of any type of marketing research.
- For every person that would like to understand the process of research, their scope and limitations, in order to improve the performance of their products.



Gaither University Dates

- April 11th
- April 26th
- May 31st
- June 21th
- August 30th
- September 27th
- October 25th



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