

# THE LINK: 2011 EMF/IMI Experiential Marketing Research

Tuesday, 09 November 2010

^ The survey is now closed.^ Results will be available on February 15, 2011.

The Research Link is Directly Below:^

Howdy EMF Universe!

The time is finally upon us ^ I literally have goose bumps as I type this. I know the impact that this research is going to have for all of us now, and the foreseeable future.^ This is the first step in what will be the best, constant global source for Experiential Marketing research.^ We (EMF/IMI) want to invite you to participate in this historic survey.^ We^re asking you to be involved in the largest study we^ve ever conducted. This is your chance to be part of something EPIC.

I know that the research findings will benefit everyone tremendously. The online survey will only take approx 12-18 minutes to complete. As an EMF community member, you will receive a complimentary research report, to be finalized in early 2011.^ There will be other reports to come on a TND frequency.^ Some of those reports will be complimentary while other will have a fee.^ This is because I^ve received numerous requests to sort the data a specific way for people.^ We are more than happy to do that, but in those situations it will have a fee attached.^ BUT, since you are a community member of the strongest community in the world ^ the first, most robust report is 100% complimentary!

The findings will provide a pulse on the issues facing marketers and agencies in today^s environment.^ The research will allow you to get a better understanding of opportunities to drive your success.^ We have people from every country in the world involved.^ Certain people that I^ve been in contact with will be taking on a slightly larger role.

Words cannot express how happy I am to begin this series of research.^ I know, without question, that it will help your businesses in many ways.^ I^m honored that you all have chosen to be part of something that I created over 6.5 years ago.^ Again, there are no words to explain something this magnificent.

I^d also like to thank IMI for their role in making all of this a reality.^ I^ve worked and been in contact with almost every research partner out there.^ I hope that you recognize what IMI is also doing here and think about them for your next research project ^ they are amazing people!

As we^ve been talking about for weeks ^ PLEASE post this front and center on your blogs, on your company^s intranet wherever else you think that we can get some great involvement.^ I thank you in advance for all of your help.^ I am always in awe when we do things like this and I have people from EVERY SINGLE country contact me wanting to help ^ it makes me feel so great.^ Especially, please feel free to send this link along to your senior management team.

Please rest assured that the information you provide is kept 100% confidential, and is aggregated for analysis purposes.

If you have any questions always feel free to email me at Erik Hauser [moderator@experientialforum.com] or connect directly with our research partner directly: Dan Hunter ^ IMI International Research: dhunter@consultimi.com or 1-800-784-575-7x233.

Thank you for your time ^ THIS IS SIMPLY AWESOME!

Erik