



Funded by the Beef Checkoff.

# Market Research Working Group Webinar Webinar Prior to 2019 Cattle Industry Annual Convention

Thursday, January 23, 2020

1 ET, 12 CT, 11 MT, 10 PT (90 minutes in duration)

Norman Voyles Jr.: Co-Chairman (CBB)  
Alan Lyman: Co-Chairman (FED)  
Shawn Darcy, Staff Liaison

**Old Statement of Purpose: Engage at committee meetings to understand and feel confident that, where applicable, market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated.**

**Proposed Statement of Purpose: Engage at committee meetings to ensure that applicable market research is being used effectively to support how checkoff funded programs are being developed and/or evaluated.**

1. **Welcome/Call to Order (5)**
  - Introductions
2. **Approve Agenda and Minutes (5)**
3. **Committee Agenda Overview (10)**
  - Review purpose statement and committee ground rules
  - Today's Goal
4. **Review Long Range Plan and how it should guide your decision-making process (5)**
5. **Market Research and Intelligence Fundamentals (15)**
6. **Market Research Program Update (40)**
  - a. NCBA Project Update
  - b. International Update? (pending)
  - c. Other Contractors? (pending)
7. **Wrap Up, Next Steps, Adjourn (5)**

<b>Market Research – Consumer Insights Session</b> Wednesday, February 5 10:00 – 11:30 AM Convention Center 214 A/B	<b>Checkoff Highlight Session</b> <b>Wednesday, February 5</b> 1:00 – 3:00 PM Convention Center Stars at Night Ballroom – B4	<b>NCBA Board of Directors</b> <b>Friday, February 7</b> 1:00 – 4:00 PM Convention Center Stars at Night Ballroom – B1/B3
<b>Join Evaluation Advisory Committee Meeting</b> Wednesday, February 5 11:00 – 1:00 PM Convention Center 214 C	<b>CBB Board Meeting</b> Friday, February 7 9:00 – 11:00 AM Convention Center 221 B/C	