

Online Focus Groups

In-person insights from buyers and decision makers in real-time.

An on-line focus group gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated on-line platform allows moderators and clients to view the participants in one consolidated screen, capturing all reactions.

DETAILS

- One moderator, up to 8 participants
- 60-90 minutes in length
- Penton will set up, train moderator and help conduct session
- Analysis of results, link to recorded sessions and project summary report provided at end

USEFUL FOR

- Impressions of current web site
- Current sources of industry information
- Content that is relevant in buying decisions
- Key industry influencers
- Learning business pain points

