



Expert Project Management that is Scalable to Your Research Needs

Our CPM department is unique to the industry, comprised of research experts with exceptional knowledge in all methodologies and combinations of methodologies. Providing one point of contact throughout the life of your project, CPM serves as an extension of your team to manage all aspects of your project requirements.

Experts in managing research studies consisting of any methodology, including:

- Focus Groups, CLTs, HUTs, IDIs, Taste Tests
- Any combination of qualitative and/or quantitative methodologies
- Online Surveys, Communities, Webcam Focus Groups, Quant-to-Qual
- CATI - Computer Assisted Telephone Interviewing

FPG's Central Project Management Team will handle all the technology required:

- Data Entry
- Coding
- Transcription
- Programming electronic data collection tools and deliverables
- Quality testing of all electronic questionnaires
- Data deliverables: Datafiles, Crosstabulations, Summary Reports

GPM develops and coordinates all study materials, including:

Screener Development
 Supervisor Instructions
 Respondent Instructions
 Consent Forms

Client Questionnaires
 Quota Sheets
 Product Use Instructions
 Briefing Materials

Tally Sheets
 Crosstabulation plans
 Respondent Profiles
 Custom Reports

Respondent Packets
 Data File Layouts