

# **MAR Scheduling Tips & Best Practices**

How to Optimize Your Time in Field

#### Researchers

We know you are balancing a busy schedule with deadlines, so please use these tips to optimize your in field time when scheduling interviews for Moderated Auto Recruitment (MAR) studies.

## TIP #1: Think About Your Participants Availability!

- Have a wide range of responsibilities
- Different types of employment & job schedules
- Come from a variety of time zones
- Are often busy in the middle of the workday.

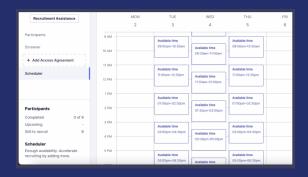


## TIP # 2: Don't Expect To Conduct Interviews The Same Day A Study Launches.

- Last minute notice may conflict with participants' other priorities, resulting in empty sessions
- Be comfortable with the first session taking place over 24 hours after launch

# TIP # 3: Know What An Optimized Schedule Looks Like!

- Spread across the day. Morning, afternoon and evening
- Spread across the week. Best days are Tuesday, Wednesday & Thursday
- At least 2X the number of sessions for the quota size. Be sure to offer plenty of session options!
- Individual time blocks improve schedule control



#### YOUR TURN! WHAT'S WRONG & RIGHT WITH THESE SCHEDULES?



