***LCGC* Liquid Phase Separation Instruments Survey E-mail Campaign**

(for Agilent)

Cell Associates, rev. 2

Gary Heebner, Ph.D.

Last revised on March 8, 2018

**Situation**

LCGC will conduct an anonymous online survey of individuals who are using liquid phase separation instruments in their work or studies for Agilent Technologies. Approximately 75,000 individuals will be invited to take this survey via a series of e-mail messages.

**Schedule**

This survey will be launched on Thursday, February 22, 2018. Two reminder messages will be sent: the first on Thursday, March 1 and the second on Thursday, March 8. This survey was originally going to be open through Sunday night, March 11.

Due to a lower response rate than seen for this survey last year, three additional e-mail bursts will be scheduled for Wednesday, March 14, Tuesday, March 20, and Thursday, March 22. This survey will now be open through Friday night, March 23.

Programming notes: E-mail recipients who click on the survey link will be suppressed from receiving reminder bursts by way of the programming of the e-mail campaign. These messages should be more like simple text as opposed to a graphic html image (see sample of a message from a previous campaign).

Survey name: ubm1802131

Live URL: <https://www.snapsurveys.com/wh/s.asp?k=151757895911>

# INITIAL INVITATION – to be sent on Thursday, February 22, at 9:00 AM Eastern Time

From:

Mike Tessalone, LCGC Group

Subject Line:

Survey on Liquid Phase Separation Instruments: Would You Please Help?

Message Text:

Dear Colleague:

We are interested in better understanding your needs and preferences with regard to liquid phase separation instruments and trends. Your responses will help instrument suppliers to better serve you in the future.

This survey should take 10 to 15 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

To participate in this survey (and enter our drawing) please go to

<https://www.snapsurveys.com/wh/s.asp?k=151757895911>.

Thank you for your time and consideration.

Regards,

Mike Tessalone

Vice President/Group Publisher

---

**FIRST REMINDER – to be sent on Thursday, March 1, at 9:00 AM Eastern Time**

From:

Mike Tessalone, LCGC Group

Subject Line:

Take Our Survey on Liquid Phase Separation Instruments and Trends: Win a $100 Amazon Gift Card

Message Text:

Dear Colleague:

We are interested in better understanding your needs and preferences with regard to liquid phase separation instruments and trends. Your responses will help instrument suppliers to better serve you in the future.

This survey should take 10 to 15 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

To participate in this survey (and enter our drawing) please go to <https://www.snapsurveys.com/wh/s.asp?k=151757895911>. This survey will be open through Sunday night, March 11.

Thank you for your time and consideration.

Regards,

Mike Tessalone

Vice President/Group Publisher

---

**SECOND REMINDER – to be sent on Thursday, March 8, at 9:00 AM Eastern Time**

From:

Mike Tessalone, LCGC Group

Subject Line:

Checking In on Your Liquid Phase Separation Survey Participation

Message Text:

Dear Colleague:

I noticed that you may not yet have completed our survey on liquid phase separation instruments and trends. I wanted to encourage you again to go to the survey and share your insights. Your responses will help instrument suppliers to better serve you in the future.

To complete the survey, please go to <https://www.snapsurveys.com/wh/s.asp?k=151757895911> no later than Sunday night, March 11, when the survey is scheduled to close.

This survey should take 10 to 15 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

Thanks again for helping out with this. We know that your time is valuable, and we sincerely look forward to and appreciate your input.

Regards,

Mike Tessalone

Vice President/Group Publisher

---

**THIRD REMINDER – to be sent on Wednesday, March 14, at 9:00 AM Eastern Time**

From:

Mike Tessalone, LCGC Group

Subject Line:

Liquid Phase Separations Survey: Deadline Extended

Message Text:

Dear Colleague:

We have extended the deadline for completing this survey.

We are interested in better understanding your needs and preferences with regard to liquid phase separation instruments and trends. Your responses will help instrument suppliers to better serve you in the future.

This survey should take about 10 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

To participate in this survey (and enter our drawing) please go to <https://www.snapsurveys.com/wh/s.asp?k=151757895911>. This survey will be open through Friday night, March 23.

Thank you for your time and consideration.

Regards,

Mike Tessalone

Vice President/Group Publisher

---

**FOURTH REMINDER – to be sent on Tuesday, March 20, at 9:00 AM Eastern Time**

From:

Mike Tessalone, LCGC Group

Subject Line:

Take Our Survey on Liquid Phase Separations: Win a $100 Amazon Gift Card

Message Text:

Dear Colleague:

We are interested in better understanding your needs and preferences with regard to liquid phase separation instruments and trends. Your responses will help instrument suppliers to better serve you in the future.

This survey should take about 10 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

To complete the survey, please go to <https://www.snapsurveys.com/wh/s.asp?k=151757895911> no later than Friday night, March 23, when the survey is scheduled to close.

Thanks again for helping out with this. We know that your time is valuable, and we sincerely look forward to and appreciate your input.

Regards,

Mike Tessalone

Vice President/Group Publisher

----

---

**FIFTH REMINDER – to be sent on Thursday, March 22, at 9:00 AM Eastern Time**

From:

Mike Tessalone, LCGC Group

Subject Line:

Checking In on Your Liquid Phase Separation Survey Participation: Just Two Days Left to Participate

Message Text:

Dear Colleague:

I noticed that you may not yet have completed our survey on liquid phase separation instruments and trends. I wanted to encourage you again to go to the survey and share your insights. Your responses will help instrument suppliers to better serve you in the future.

To complete the survey, please go to <https://www.snapsurveys.com/wh/s.asp?k=151757895911> no later than Friday night, March 23, when the survey is scheduled to close.

This survey should take about 10 minutes to complete. To thank you for your time we will enter your name in a drawing for one of five **$100 Amazon Gift Cards**; you may designate a charitable donation instead if you prefer. Your responses will be kept strictly confidential; contact information will be used only to notify prize winners.

Thanks again for helping out with this. We know that your time is valuable, and we sincerely look forward to and appreciate your input.

Regards,

Mike Tessalone

Vice President/Group Publisher

#####