

PROGRAMME

08.30 Registration & refreshments

09.00 Chair's opening remarks

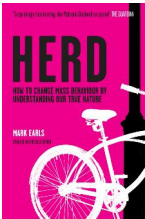


Martin Oxley, Managing Director, BuzzBack Europe

WEB 2.0 AND SOCIAL NETWORKING: NEVER MIND THE BANDWIDTH... FEEL THE QUALITY

09.10 After the internet: what next?

- The internet has changed much about our world: What are the new opportunities for marketers and market researchers for doing market research?
- Is the web just a faster-cheaper-cooler version of the real world? Or a turbo-charger for existing practices?
- Examining continuous and multi-platform connectedness and how it's reshaping our maps of the world
- People and power: Changing relationships between organisations and people - and the market researchers who stand between them
- Pinpointing critical changes brought about by connectedness and the meaning for online and offline market research
- Online researchers - where to dig next



Mark Earls, Herdmeister, Herd Consulting

09.40 Online brand communities – towards a new model for how they work and what they can be used for

- Towards a new model - the role online brand communities have in business and the applications they have
- Moving the focus from stimulus: response to stimulus: stimulus
- A practitioner's view on running an online brand community - learnings from Shopper Thoughts, a Tesco and dunnhumby panel integrating survey attitudes and customer loyalty data
- To jump or not to jump? A precis of the arguments for extending a research-based panel to an online brand community



Mike Hall, Partner, Verve

Adrian Sanger, Head of Research and Insight, dunnhumby



10.05 Transparency, choice and responsibility: Data protection and collection online

- How the law applies online
- The ICO approach to regulation – ‘Rampant pragmatism’ v ‘data protection theology’
- Behavioural targeting and the law
- Children and the law
- Future work and industry input



David Evans, Senior Data Protection Policy Manager, Information Commissioner's Office

10.30 Behavioural targeting: Steering the right course through the laws on online research and data collection

- Online research and the long arm of e-law: You can run, but can you hide?
- Update on the EU controversy: Keeping on the right side of the trends in the regulation of online data
- Ensuring responsible innovation in communication technology and online research
- Effective regulation of Web 2.0, 3.0 etc: Privacy, data protection, user-generated content, trading and social networking
- Ways to avoid ethical problems, intrusion and brand damage during the research process



Simon Deane-Johns, Consultant Lawyer, Axiom

10.55 Networking coffee break

KEEPING UP TO DATE INSIDE YOUR BUDGET AND AHEAD OF THE CURVE

11.25 To tweet or not to tweet? - What's the buzz on Twitter? Findings from the ultimate Twitter study!

- Assessing Twitter as a research channel: Helping your clients navigate the site
- Why are people on Twitter and what do they want to reach with the medium?
- Setting up a qual/quant study: The 'how to' from start to finish
- Making use of text-mining techniques and application programming interfaces
- Fusing all fields of research
- Key findings: Understanding the medium - a nice research 'tool' or gimmick?



Tom De Ruyck, Connected Research Manager, InSites Consulting
Niels Schillewaert, Managing Partner, InSites Consulting

11.50 A&N Media – a case study in online panels: Demonstrating how panellist engagement can drive Stakeholder interest and ROI

- Getting internal buy in for your online panel across key stakeholders and management levels
- Keeping visibility of the panel high to maintain interest and investment
- Creating a panel that delivers on a whole host of different stakeholder needs
- Delivering real ROI on your panel investment
- Going beyond quantitative numbers to engagement, community and qualitative insights



Rachel Cassidy, A&N Media Panel Manager, The Daily Mail
Rebecca Stamp, Senior Associate Director, Kantar Media (formally BMRB Media)

12.15 Client and agency panel discussion:

The 'New' MR model? Future directions to inspire panellists, researchers and end-users to get the most out of online research processes, social networking and online communities

A 'blue sky' panel discussion looking at where online market research is taking us. Is it a better future? Are online communities the answer? How to discover new data sources to complement what is already out there. How to support primary research (e.g. Mintel, Future Foundation, PhoCusWright). How can agencies provide more of a pro-active consultancy service to clients Plus!Online: worst practices - what not to do, how to learn from mistakes



Moderated by Tom Ewing, Social Media Knowledge Leader, Kantar Operations
Alex Wilke, Managing Director, Globalpark
Adrian Sanger, Head of Market Research, Dunnhumby
Rachel Cassidy, A&N Media Panel Manager, The Daily Mail
Graeme Lawrence, Director – Sales & Marketing, Virtual Surveys

12.50 Networking lunch

14.00 The Ideas Rush

The Ideas Rush is a series of high-energy sessions where original ideas and insights will be presented in a bite-sized format. Each speaker will present one idea, in five minutes, with the aid of only one slide. Not a session for faint-hearted presenters or, for that matter, audiences.



Chaired by Marc Brenner, Editor, *Research Magazine*
Pete Comley, Owner, Virtual Surveys
Steven Walden, Principal Consultant and Head of Research, Beyond Philosophy
Will Goodhand, Director, Ipsos ASI

THE INNOVATION STATION: FAST-TRACKING NEW OTHER NEW MEDIA MODELS

14.20 Using e-ethnography and online multi-media blogging to understand consumers 'real' lives

- Assessing the impact of the latest online multimedia developments on ethnography and diary research
- Can online multimedia make the researcher a fly on the wall?
- Opportunities vs challenges posed by mediated settings
- Case Study: Examining the ability to capture a fuller understanding of consumers, in particular in relation to key occasions
- Harnessing the findings to blend into other research findings and data gathering
- Cost-benefit analysis and assessment of ROI



Graeme Lawrence, Director - Sales & Marketing, Virtual Surveys
Jo Carter, Senior Research & Insight Manager, United Biscuits

14.45 Designing better customer experiences

- Looking at the impact of social networking on brand and customer experience.
- Investigating the challenges of integrating social networking into customer management strategies.
- Giving some examples of how BT is embracing social technologies to enhance customer experience.



Nicola J Millard, Customer Experience Futurologist, BT

15.10 Networking coffee break

BACK TO THE FUTURE RESEARCH...

15.40 Case study: How Sony Music are exploiting new and innovative online research techniques to gather faster and more effective feedback on their artists

- A look at the cutting-edge online survey techniques they are pioneering
- Exploring how they have adapted their more traditional qualitative research techniques to work online
- The impact of creating more engaging surveys in encouraging greater depth of feedback from survey respondents
- How online research is helping to change the company's strategic approach to developing effective marketing strategies for their musical artists



Jon Puleston, Director, GMI

Mark Uttley, Head of Consumer Research, Sony Music Entertainment

16.05 Let's go multi-media!

- A 360 understanding of brands: why it matters to the client to understand every way that people come into contact with brands
 - TV advertising to shops to PR and word of mouth
 - how this 360 perspective can be achieved
- Integrated research programmes: how these can multiply the value through joining the dots and minimise the cost by engaging one participant to do more tasks
- Multi-media research: why we should not think single channel
 - online, face to face or via mobile
 - when the key to engaging participants lies in a multi-media approach



Rachel Brown, Head of Marketing Intelligence, Oxfam

Fiona Blades, Chief Experience Officer, MESH Planning

Donald Gilmour, Participant



16.30 Chair's closing remarks and close of conference

16.40 Drinks reception, sponsored by



SPEAKER BIOGRAPHIES



Martin Oxley, Managing Director, Buzzback Europe

Martin has worked in research for 20 years and in this time has worked for two of the biggest global firms Ipsos and TNS. He has been 'banging on' – as a former colleague called it – about online since the early days and is now pleased to see that the real promise of the internet is being fulfilled. He joined BuzzBack because it was 'flight of foot', entrepreneurial and delivering on the promise of the web. He has been a regular speaker at ESOMAR, MRS Annual Conference and other industry conferences and has won the best case study at ESOMAR Congress.



Mark Earls, Herdmeister, Herd Consulting

Mark has worked for most of his working life in advertising and communications as an account planner. He was taught to "think it through" i.e. not to accept what I was told but to challenge everything until a more compelling, better-evidenced and more workable descriptions of how things work emerges. Mark has held some of the big jobs in account planning - and his books and articles have been widely read and often given prizes. Mark has now written his third book: 1. Welcome to the Creative Age (Wiley's 2002) 2. Brand New Brand Thinking (Kogan Page 2002). 3. Herd - How to change mass behaviour by harnessing our true nature is the latest (Wiley's Feb 2007).



Mike Hall, Partner, Verve

Mike is a partner at customer advisory panel and online brand community specialist, Verve. At Verve, Mike is developing a new model for how online brand communities work. Mike was the founder, Creative Director and Chairman of Hall and Partners. Hall & Partners created a new philosophy about the different way advertising works to build brand relationships and was instrumental in changing the way in which advertising research is done. Mike developed and ran the company to a \$100m business until it was sold to Omnicom in 2005.



Adrian Sanger, Head of Research and Insight, dunnhumby

Adrian works with dunnhumby, a Consulting Company which draws together customer data and research to create Insight about the customer. This helps clients get to know and treat their customers better and in turn drives tighter, faster decisions. At dunnhumby, Adrian heads up the Research and Insight interests in the Group, advising on best practice and operating as a buyer and a supplier. In 2007 Adrian and the team at dunnhumby partnered with Tesco to found Shopper Thoughts. This is an online research Community involving 65,000 Tesco Shoppers who agree to take part in surveys and have their answers linked with shopping behaviour captured on their loyalty card. Before joining dunnhumby in 2005, Adrian was a Group Account Director for Millward Brown. His expertise covers brand equity, customer satisfaction, usage and attitude and communications research, across a wide range of sectors including fmcg, retail, automotive and financial services.



David Evans, Senior Data Protection Policy Manager, Information Commissioner's Office

David joined the ICO as a Compliance Manager of the health team in 2003 and also spent six months on secondment working as data protection officer for Eurojust, the EU's judicial cooperation body for matters such as fraud, terrorism and drug trafficking.

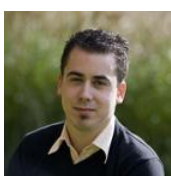
He is now Senior Data Protection Practice Manager with responsibility for policy and guidance in areas such as telecommunications, anti-fraud initiatives, policing and

technology.



Simon Deane-Johns, Consultant Lawyer, Axiom

Simon is a solicitor, and a consultant lawyer with Axiom, specialising in retail financial services, e-business and IT. He is currently on assignment at Amazon.com. Previously, Simon was General Counsel and Company Secretary (and a co-founder/co-inventor) of Zopa, the world's first online marketplace where people lend directly to each other; Legal & Compliance Director for a mortgage business in GE Consumer Finance; and a Director and General Counsel of Earthport plc, the listed P2P e-payments provider. Simon also initiated and co-ordinated e-commerce strategy for DLA; worked in Reuters legal department in London and New York, and spent four years as a barrister in Sydney.



Tom De Ruyck, Connected Research Manager, InSites Consulting and Co-founder & President of the Steering Committee, BAQMaR

Specialised in traditional quantitative internet research, as well as new interactive qualitative research techniques (Online Discussion Groups, Bulletin Boards, Research Communities, Online 1/1, Blog Research, User-coded Open Ends, User-created Brainstorms,...), mobile research and text mining. A guest lecturer (new techniques in market research) at Vlerick School, UGent, VUB, HUB, HoGent and Artevelde Hogeschool. Tom has spoken at Vlerick Consumer Goods Conference '08, ESOMAR Qualitative '08, Next Web '09, Co-creation Event '09, MRS Online Research '09 & DMF '09 and is also a blogger on new research techniques. His specialties include Marketing Communications (especially "New Marketing"), 'Web 2.0' strategy development, Trends in research, Co-creation and Buzz research.



Niels Schillewaert, Managing Partner, InSites Consulting, and Marketing Professor, Vlerick Leuven Gent Management School

Prof. Dr. Niels Schillewaert is Associate Professor of Marketing at the Vlerick Leuven Gent Management School and managing partner of InSites Consulting. At InSites Consulting he manages consulting & research projects and is Director of the R&D department. For his PhD he studied at PennState University (U.S.A.). Niels was awarded for his research several times, is frequent speaker at international conferences and published at Esomar as well as in leading scientific journals such as The International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Industrial Marketing Management, Journal of Services Research, The Journal of Business Research, The Journal of the Market Research Society, Survey Research Methods and Information & Management. His research interests are in research methods, innovation adoption, social media and branding.



Rachel Cassidy, A&N Media Panel Manager, A&N Media Marketing Services

Rachel started her research career in 2001 client-side at NS&I working on Mystery shopping, product satisfaction and looking at NS&I 'childrens account strategy'. In 2003 she joined Orange UK as Senior Researcher Executive and worked across Business to Business, Customer Delivery and Brand teams, where she was particularly involved in setting up and managing qualitative Youth panel - the Orange 12. In 2005, Rachel moved to TNS, Sydney Australia where she joined the FAB team (Finance and Business). Key clients included CBA, Macquarie, BPAY and Channel 10. Whilst at TNS, Rachel worked on a large Choice modelling project to develop a new Transaction product. Following the success of the project she moved to CBA to manage their

extensive customer experience programme. Rachel returned to London in 2007 to take a role in A&N Media's newly developed insights team. One of her core responsibilities was to set up and run the Mail Panel in addition to working on other strategic projects across the business.



Rebecca Stamp, Senior Associate Director, Kantar Media

Rebecca began her research career at Sports Marketing Surveys Ltd in their ad hoc and syndicated research team in 1998. She then moved to online research agency Tpoll and was thrown headlong into online research being the first researcher to join the young and dynamic company. Rebecca was responsible for adapting traditional research techniques for the Internet and was central in developing bespoke online research tools such as colleague product testing, customer journey tracking, online diaries and discussion groups. She joined BMRB (now Kantar Media) in July 2005, and is responsible for developing BMRB's online research methodology as well as specialising in new media and digital clients. Rebecca won BMRB's Innovation and NPD award in 2007. She is passionate about seeking out new ways to engage and inspire panellists utilising a combination of traditional and Web 2.0 tools.



Tom Ewing, Social Media Knowledge Leader, Kantar Operations

Tom spent most of a decade building online communities for fun, and now talks about them for a job. He's also worked as a researcher, a marketer, a copywriter and still moonlights as a rock critic.



Alex Wilke, Managing Director, Globalpark

Alex has over 12 years of market research experience and for the past 7 years he mainly focused on online research. He previously headed up Infocorp Ltd's online department, where he project managed and implemented well over 300 online projects. Whether it's employee, business to business or consumer research, Alex uses his experience in the implementation of online research to advise businesses on best practices and how to maximize returns and efficiency. Alex also helped setting up one of the first Market Research panels in the UK and has consulted many of the UK's leading HR agencies on online employee research.



Marc Brenner, Editor, Research Magazine

Marc is editor of *Research* and research-live.com. He has previously edited management Consultancy, Business Computer World, PCLan and Lotus Magazine. He has also written articles for Computing, ComputerActive, PCDealer and Business Age. He won the Special Contribution to Conference Award in 2006 and is a nominee for the same award this year.



Pete Comley, Owner, Virtual Surveys

Pete started Virtual Surveys in 1998 to specialise in Internet and website research. Pete has a Psychology degree. He started work at Research International in 1981. He then worked at both Nestle and Lever. He was then a director at Simon Godfrey Associates (SGA), where he was responsible for Internet research and also worked on NPD research. Pete has been heavily involved in developing the Internet as a method for data collection since 1995 when he was the first to run a commercial online survey in the UK. He has always stayed at the forefront of the online world and has recently spent much of his time working on online research communities. He has presented numerous papers and run courses on this subject for ESOMAR, the MRS and many others over the last decade.



Steven Walden, Principal Consultant and Head of Research, Beyond Philosophy

Steven is Head of Research and Principal Consultant at Customer Experience Consultancy, Beyond Philosophy. He has worked in Management Consultancy for the past 14 years, including for Gartner Consultancy. His current area of expertise is in the impact of emotions and the sub-conscious on Customer Experience.



Graeme Lawrence, Director - Sales & Marketing, Virtual Surveys

Graeme is Director, Sales & Marketing and a Board Director at Virtual Surveys. He has over fifteen years of market research and marketing experience. Prior to joining Virtual Surveys, Graeme worked for Harris Interactive where he was Head of Consumer Sales and at BJM Research & Consultancy (now part of TNS) where he focused on Brand and Communications research. Graeme has extensive consumer research experience across a range of categories, including retail, finance, leisure & tourism and FMCG. Graeme is a well known presenter on the conference circuit and has spoken at a number of conferences in the last few years, in particular discussing online communities and innovative multi-media approaches.



Nicola J Millard, Customer Experience Futurologist, BT

Dr Nicola Millard is currently a Customer Experience Futurologist in BT Global Services' Customer Management Practice. Her mission in life is to make customer experiences better for both customers and the employees delivering them. Since joining BT in 1990, Nicola has worked extensively both within BT's own operational customer service organisation and also with telecoms, retail, utilities, travel, government and finance companies to ensure that they put the 'relationship' into 'customer management'. She looks at how the human factor can become central to the development and success of a customer experience using a combination of three 'ologies'; psychology, technology and futurology. She gained her PhD from Lancaster University in 2005 on motivation and technology acceptance in contact centres.



Mark Uttley, Head of Consumer Research, Sony Music Entertainment

In his current role, Mark has helped Sony Music become more consumer focused in the way that it promotes its artists and in how it approaches the challenges of the digital future. Prior to Sony Music, Mark worked at AOL UK and e-MORI (MORI's now defunct new media research division). Since 1999, Mark's career has had a focus on using digital technology to push the boundaries of market research and he continues to apply his knowledge in his current role.



Jon Puleston, Vice President, GMI Interactive

Jon's team specialises in the design of flash interactive surveys and developing technology for conducting flash based online research. He was formerly the founding director of Media Intelligence, a research technology business that developed the industry's first ever flash survey authoring software. The company was purchased by GMI in 2006 and since then have been investing in the development of this technology. Jon has been conducting extensive research investigating techniques to improve panel engagement using interactive research. He has published two papers on this topic in association with Engage research. He has a background in media marketing spanning 15 years, working across outdoor, newspapers and television media. Jon studied Physics at Bristol University.



Rachel Brown, Head of Marketing Intelligence, Oxfam

Rachel started her career in brand management at Procter & Gamble before moving to Oxfam, one of the UK's largest and best-known charities, in 2006. Her first job at Oxfam was selling goats – but virtual ones. As Oxfam Unwrapped Manager, Rachel sent life-changing gifts, bought by the UK public for Christmas and other occasions, to directly help people living in poverty - raising millions for Oxfam and helping to overhaul the brand too. Rachel is now Head of Marketing Intelligence, leading on research and strategy for UK-facing communications, fundraising and campaigning, and also deputises for the Director of Corporate Communications.



Fiona Blades, Chief Experience Officer, MESH Planning

Fiona co-founded MESH Planning following 20 years in marketing and advertising. During 2006 MESH developed an approach for capturing experiences as they happen, TROI (Touchpoints Return on Investment), using a combination of SMS and online diaries. We have already been creating quite a buzz in the industry and were nominated for Best New Agency and the ISBA Advertising Award in 2007. At the annual research awards dinner in 2008 we won more awards than any other agency, including Best Paper and Best New Thinking with Ana Medeiros from Unilever and New Consumer Insights with Andy Moore from Vodafone. With offices in London and Singapore, we have worked with some of the world's Top 10 clients on an international basis.