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New media and research technologies

Building digital consumer insights and developing
new approaches to reach niche audiences

One-day conference, 19 November 2009,
The Lewis Media Centre, London

Participants include:

Fiona Blades
MESH Planning
Jemma Ahmed
BBC Worldwide
James Myring
Continental Research
Cecile Lux
Danone UK
Francesco Dorazio
Face
Ian Bramley
Ipsos MediaCT
Nathan Evans
MESH Planning
Clare Bruce
Nunwood
Luke Allen
Nunwood
Katrina Rochowski
Orange
Konrad Collao
Partner, Sparkler
Tim Foley
Pointlogic
Doron Meyassed
Promise Communities
Liliana Mardirossian
SwapitShop



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Welcome

New media and research technologies

Building digital consumer insights and developing new approaches to reach niche audiences

New media platforms have transformed the way we consume and interact with content.

Digital content producers and marketers need to understand three things: how consumers want to receive information, what they are prepared to pay and how much creative control they want.

The challenge for market research is to determine how organisations should be using new media platforms to make the most of their relationships with key audiences. This conference will address that challenge.

In a landscape where many media channels and applications exist, which channels will last? Which can be effectively harnessed for business communication? How can brand owners position themselves in new media environments? Where should companies choose to invest their resources?

Join the expert panel of speakers to explore how new technologies are having a major impact on market research:

- Evaluate consumer attitudes and the use of different digital distribution models for music, TV and gaming
- Effectively use new media platforms and technologies to gain deep insights into niche consumer segments
- Harness real-time technologies to improve the accuracy of research into emotive insights
- Turn online communities into successful research tools
- Develop a collaborative and co-creation research approach to improve communications and relationships with respondents
- Exploit new technologies to translate customer insights into cost-effective, revenue-generating outcomes

Who should attend?

Clients of and agency professionals involved in:

- Market research
- Customer research and insight
- Marketing
- Planning and advertising
- Market and competitive intelligence

**For booking information visit www.research-live.com/events
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Speakers from



Partner and organisers

Research Partner



Munro Global aims to be the leading provider of research-focused marketing services solutions. Five companies make up the Munro vision for research excellence with each individual company contributing their own unique facet. The five companies are: FDS International – Maven Research – M-Lab – acefieldwork – 3000ft.

www.munroglobal.net

The organisers

research. CONFERENCES

Research Conferences is the leading provider of high-level, quality events for the UK research industry – combining MRS excellence and the market expertise of *Research* magazine. Organised in association with MRS, these events take place throughout the year and offer a series of leading-edge one-day conferences, seminars, workshops and Research 2010: The Annual Conference on 23–24 March 2010, in London.

Attendees at these events will be able to network with other agency heads, market research managers, young researchers, planners, marketing directors, advertising agency executives, brand consultants and academics.

www.research-live.com/events



With members in more than 70 countries, MRS is the world's largest association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy. All individual members and company partner organisations must comply with the MRS Code of Conduct.

www.mrs.org.uk



Call for contributors

This flagship event, organised in association with MRS, takes place in March and brings together executives from client- and supplyside companies for groundbreaking papers, discussions and networking. We invite you to submit papers, names, topics for debate and workshops for a conference that will showcase research's most innovative and inspirational ideas. To find out about next year's major themes, and for full information on how to make a submission, visit www.research-live.com/research2010. Deadline for submissions is 2 October 2009.

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New media and research technologies, 19

Fiona Blades, CEO,
MESH Planning

James Myring, Director,
Media and Advertising,
Continental Research

Ian Bramley,
Director of Entertainment,
Ipsos MediaCT

Nathan Evans, Senior
Experience Executive,
MESH Planning, and
Jemma Ahmed, Digital
Insight Executive, BBC
Worldwide

Francesco Dorazio,
Head of Social Media Insights
and Planning, Face

Doron Meyassed,
Managing Director,
Promise Communities and
Cecile Lux,
Research Manager,
Danone UK

08.30 Registration and refreshments

09.00 Chairman's opening remarks

09.20 New media trends: Identifying the "next big thing"

- Using research to predict key new media trends that will evolve into the "next big thing"
- Using early-adopter analysis to identify new platforms and applications that will have a significant impact on the way users consume media
- Identifying what's hot and what's not in content delivery
- Spotting a dud: With usage statistics and trend data, cut through media hype and avoid new media fads
- What will be the top technologies to watch in 2010 and beyond?

09.55 Assessing the viability of different digital distribution models in the music, film and gaming markets

- Analysing usage of official and unofficial digital sources: Who are the main players? What models are working? Who are the core users?
- Assessing levels of interest and potential inhibitors towards different digital distribution models: subscription, streaming, free with advertising, download to own, on-demand
- Determining appropriate price points for different categories of digital content and identifying the price where you start losing customers
- Understanding consumer attitudes towards digital piracy controls, digital as a means of trialling and physical substitution

10.30 BBC case study: Using real-time analysis to identify consumers' changing requirements and responses towards news consumed at home and abroad

- How international business travellers consume news home and away
- Identifying preferred media platforms for news delivery in different environments
- Examining the emotional responses evoked by different delivery platforms
- Examining the benefits and challenges of collecting data in real time using mobile technologies
- Analysing key findings and determining how to incorporate them into future strategies for news delivery

11.05 Morning refreshments

11.35 Carphone Warehouse case study: Online, collaborative and co-creation approaches to monitoring and shaping brand perceptions

- Measuring and monitoring online conversations about brands
- Applying qualitative analysis to determine research parameters and add meaning to quantitative findings
- Building audience profiles and creating a targeted social media strategies
- Using collaborative and co-creation approaches to change brand perceptions and improve responses among specific segments

12.10 Evaluating the future of community-based research

- How will online consumer and expert communities evolve over the next five years?
- Examining relevant key trends: Co-creation, the evolution of social networking, marketing communities
- Evaluating which research models are most likely to survive (panels vs managed communities, expert vs lay communities)
- Understanding client preferences for community-based research

12.45 Networking lunch

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November 2009, The Lewis Media Centre, London

Konrad Collao,

Associate Partner, Sparkler,
and **speaker from** BBC
1xtra

14.00 Creating a successful online community by understanding both online and offline drivers

- What are the key ingredients to creating a successful online community? Identifying and delivering a two-way benefit for users and hosts
- Understanding how online and offline factors affect people's online behaviour and online interaction
- Using communities to generate insights and understanding into people's behaviour and motivation
- Case study: BBC 1xtra Open Mic community
- End user perspectives of the Open Mic community

Liliana Mardrossian,

Head of Research and Insight,
SwapitShop

14.35 Swapitshop online community research insights: Youth interactions with new media

- Engaging young people for actionable research and insight
- Understanding how young people interact and respond in communities
- Youth media trends and insight from our online community

15.10 Afternoon refreshments

Luke Allen,

Managing Director,
Knowledge Systems,
Nunwood and

Katrina Rochowski,

Consumer Business Unit
Insight Communications
Executive, Orange

15.40 Orange knowledge management case study: Turning insight into actions and business outcomes

- Appreciating how poor knowledge use affects an organisation's productivity in time and money
- Taking a systematic approach to consolidating customer research, competitor intelligence, internal process and external news feeds
- Creating awareness across the business: Change management and encouraging a self-serve culture to maximise ROI and stretch budgets
- Improving the impact of customer insight analysis on business outcomes
- Case study: Implementing knowledge management at Orange

Fiona Blades,

CEO, MESH Planning,
Tim Foley, Managing
Director, Pointlogic,

Clare Bruce,

Chief Executive, Nunwood

16.15 Panel session: Using innovative research technologies to improve respondent accuracy

- Examining how innovative research technologies will transform consumers and research
- Using real-time technologies to maximise the truthfulness of research: Eliciting emotional responses to content
- Examining the viability of biometric research in measuring emotional indicators
- Optimising the accuracy of emotional marketing campaigns using innovative planning and modelling tools

16.50 Chairman's closing remarks

17.00 Close of conference

Booking form



How to book

- Visit www.research-live.com/events
- Or send this form to: Kulvir Dhillon, Research Conferences, MRS, 15 Northburgh Street, London EC1V 0JR
- Or fax it to +44 (0)20 7490 0608
- Company Partners – please call +44 (0)20 7566 1853 or email kulvir.dhillon@mrs.org.uk

Where did you hear about this conference?

- Friend/colleague Email Direct mail
 Publication – which? Website – which? Other – please specify

Delegate fee

	Until 16 October	From 16 October
MRS Member	£345 (£396.75 inc VAT)	£395 (£454.25 inc VAT)
Non-Member	£500 (£575.00 inc VAT)	£550 (£632.50 inc VAT)

Please note. Early Bird fees **must** be paid in full by 16.10.09

Delegate details

First name _____ Last name _____
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 Email address _____ Tel _____

Total fee £ + VAT £ = £

Booking query contact _____ Company name _____
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 Postcode _____ Country _____

Payment method Please tick as applicable

Payment All fees are to be paid in pounds sterling and are subject to VAT at the standard rate of 15%, including international bookings.

- Cheque/banker's draft** (made payable to The Market Research Society)
 Bank transfer (MRS bank details: Barclays Bank PLC, 27 Soho Square, London W1D 3QR
 Sortcode 20-67-59. Account no. 20618357. Swift Code BARCGB22. IBAN no. GB23 BARC 2067 5920 6183 57)

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