

Day 1 programme 23.03.10

8.00 REGISTRATION AND REFRESHMENTS

9.10 WELCOME FROM THE CHAIRS

Simon Lidington, Chief Exchanger, Insight Exchange
Dr Nick Coates, Research Director, Promise

9.30 KEYNOTE INTERVIEW

Keynote **Armando Iannucci**, producer and writer
Interviewer **Marc Brenner**, Editor, *Research Magazine*

Marc Brenner of *Research* in conversation with the mind behind *The Thick of It* and Alan Partridge about the creative process, public disengagement with government and institutions and corporates, as well as audience expectations in the changing media landscape.

10.20 NETWORKING BREAK

11.00 COMMUNITY POWER

Chair **Simon Lidington**, Chief Exchanger, Insight Exchange
Paper **The culture of sharing**
Tom Ewing, Social Media Knowledge Leader, Kantar Operations
Paper **Sex, lies and chocolate: How communities can change the way you think about innovation for good**
Doron Meyassed, Managing Director, Promise Communities
Panel **Mike Hall**, Partner, Verve
Darren Cornish, Director of Customer Experience, Axa

BETTER WAYS OF LISTENING

Chair **Michelle Harrison**, CEO, TNS-BMRB
Paper **Walking on a tightrope – changing the way we do research**
Neil Samson, Consultant, Opinion Leader
Jane Breeze, Research Consultant Manager, COI
Paper **Place, perspective and personhood: Ethnography and the need for complexity in social research**
Johanna Shapira, Director, Head of Ethnography, Ipsos MORI
Paper **New media research: User-generated social media**
Douglas Dunn, Managing Director, Tuned In Research
Debi Bester, Creative Director, Proximity London

11.50 BREAK

12.00 COMMUNICATIONS AND BEHAVIOUR CHANGE

Chair **Fiona Wood**, Director of Research, COI
Panel **Mark Francas**, Global Deputy Head, TNS Political & Social
John Poorta, Strategic Planner and Vice Chairman, Leo Burnett
Nick Southgate, Behavioural Economics Consultant, IPA
Kate Waters, Planning Partner, Partners Andrews Aldridge

AD RESEARCH: ARE EMOTIONS CONTAGIOUS?

Chair **Dan O'Donoghue**, Worldwide Strategic Planning Director, Publicis
Paper **Contagion: making sense of a new marketing epidemic**
David Penn, Managing Director, Conquest Research
Paper **Predicting effectiveness and efficiency in advertising: How emotions are essential for maximum ROI**
Orlando Wood, Innovation Director, BrainJuicer
Paper **Digital content effectiveness evaluation**
Juliet Strachan, Partner, HPI
Julia Hutchison, Chief Operating Officer, APA

12.50 NETWORKING LUNCH

14.00 IDEAS RUSH

Host **Ray Poynter**, Managing Director, The Future Place
Audrey Anand, Owner, Listengroup
Richard Shaw, Research & Development, Virtual Surveys
Annelies Verhaeghe, Senior Consultant ForwaR&D lab, InSites Consulting
Agnes Naim, Affiliate Professor in Marketing, EM-Lyon Business School

INNOVATION INTERVIEW

Guest **Reon Brand**, Senior Manager: Research, Innovation and Development, Philips Design
Interviewer **Simon Lidington**, Chief Exchanger, Insight Exchange
Simon finds out how Philips embeds the use of foresight, trend analysis and people research into its culture and working practices. Together they discuss balancing brand-directed and consumer-driven innovation, as well as the key dimensions of successful innovation.

RESEARCH HOTHOUSE

Complete the conference experience with some hothouse learning in our zone dedicated to workshops, training and interactive presentations. Whether you are an accomplished researcher or on your way up, you'll receive the best delivery from experts in their field and will leave with something tangible, as well as knowing the next steps to take in developing yourself further. Join us. It's a step in the right direction.

10.50 – 11.50 TRAINING

INFLUENCE AND IMPACT

Danny Wain, Founder, Daniel Wain Consulting

If you want your voice heard, how loud will you shout? Alternatively, use this session to understand how 'knowing me, knowing you' and the emotional elements of business can lead to personal and organisational success. Research is a people business, so learn how world class influencers can help you.

12.00 – 13.00 WORKSHOP

EMPOWERING YOUNG PEOPLE

Becky Seale, Consultant, Opinion Leader

This powerful workshop will be created and delivered with young people from Edge Learners Forum. Join Becky to learn how to trust young people to run the show and how to allow the creativity of young people to push the boundaries of research. Attendees will receive practical advice about working with young people and see their common perceptions smashed.

Early bird deadline 15 January 2010

14.30 BREAK

14.40 RESEARCH UNLIMITED: NEW TECHNOLOGIES FOR A MORE COMPLETE VIEW OF THE RESPONDENT

Chair Robert Bain, Features Editor, *Research Magazine*

Paper The real lives of others: 'Lifelogging' and its application to qualitative methodology
Bob Cook, Board Director, Firefish

Paper Bioshopping: Revolutionising shopper insight
Ian Addie, Lead Consultant, Nunwood
Dr David Lewis-Hodgson (neuropsychologist), Chairman and Director of Research, Mindlab International

Paper Brains, babies and bathwater
Graham Page, Executive Vice President, Global Solutions, Millward Brown

Panel Steve Phillips, Chief Happiness Officer, Spring Research

LOOK WHO'S TALKING: UNDERSTANDING RESPONDENTS

Chair Richard Young, freelance journalist

Paper Engage or give up the ghost?
Martin Oxley, Managing Director, Buzzback Europe

Paper Engaging young people online: Hype, empowerment and control
Claudio Pires Franco, Research Manager, Digital Media & Innovation, Dubit
Professor Shakuntala Banaji, Research Officer, Civicweb; Youth and Media Lecturer, University of London

Paper Engaging business decision-makers online: What do they love and hate about online market research?
Mark Walton, SVP international Operations, e-Rewards

15.30 NETWORKING BREAK

16.10 QUESTION TIME

Host Stephen Sackur, journalist, BBC World

BBC HardTalk's host Stephen Sackur chairs a debate that will touch upon burning issues in the research business. Panel members will be made up of membership organisation chiefs, research entrepreneurs and research buyers and users. We will take delegate questions in advance and you'll also have the chance to put your point across on the day.

17.00 BIG THINKERS

Host Marc Brenner, Editor, *Research Magazine*

Speakers will fight the case for the chosen fictional and historical characters that have had the most impact on the shape of research and the audience will vote on a winner. By the end of the session you can be sure there will be a new star in the research firmament.

Speakers Barbie Clarke, Managing Director, Family Kids and Youth; Pete Comley, Chairman, Virtual Surveys; Nicola Millard, Customer Experience Futurologist, BT Global Services; David Smith, Director, DVL Smith; Nick Southgate, Behavioural Economics Consultant, IPA; Mark Speed, Joint Managing Director, IFF Research; Danny Wain, Founder, Daniel Wain Consulting



All conference attendees are invited to join Illuminas, sponsors of the official Research 2010 party from 6pm on 23 March, for an entertaining evening at one of London's most dynamic venues. Located opposite The Old Vic, the Brasserie is one of the South Bank's finest restaurants, perfect for a night out networking and relaxing after a long day at conference. Come and experience the excitement of a Casino evening and enjoy delicious food, flowing drink and dancing until late.



VENUE AND ACCOMMODATION

Park Plaza Riverbank, 18 Albert Embankment, London SE1 7TJ
This contemporary venue offers state-of-the-art conferencing facilities – as well as stunning views of the river, the Houses of Parliament and the London Eye. We have arranged a discounted rate for Research 2010 delegates of £165 bed and breakfast + VAT per night. If you'd like to take advantage of this rate please contact hotel reservations on 0207 958 8000, option 1 and quote 'Research2010'.
www.parkplaza.com

13.30 – 14.30 INTERACTIVE PRESENTATION

THE TRANSITION FROM RESEARCHER TO MANAGER TO LEADER TO... BEING HAPPY

Paul Vittles, Director and Executive Coach, TNS Australia

Learn more about making the classic transition from researcher to manager to leader, usually with little help from your employer. Paul will add a new twist: the realisation that the top of the ladder is not always what was expected and the new goal – to be happy.

14.40-15.40 TRAINING

HOW TO THINK CREATIVELY

Caroline Pakel-Dunlop, Founder, To The Heart

If you like the thought of an ideas rush and innovation is what you desperately need, then this session is for you. Thinking creatively starts with identifying your own creative style and looking at the make-up of a creative mindset. Learn some tricks to overcome the barriers to creative effectiveness.