



WELCOME TO THE DREAM ECONOMY



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Session 1 – Fear and Loathing

PAPER 1

Dealing with the decade of anxiety

David Blackburn, Corporate Edge

PAPER 2

“You can keep your dream economy – I want to live in the real world”

Stuart Green, Coors Brewers Ltd.

Lisa Howlett, The Leith Agency

Thea Tetley, The Leith Agency

PAPER 3

Bringing reality to the dream – the myth of decline

Charlotte Cornish & Paul Flatters, The Future Foundation

Session 2 – Hearts and Minds

PAPER 4

Brand dreams and brain trash

Mark Oldridge, Ogilvy & Mather

PAPER 5

Creating the emotional map for brands

Richard Woods, New Solutions

PAPER 6

Measuring the hidden power of emotive advertising

Robert Heath, The Value Creation Company

Pam Hyder, Standard Life

Session 3 – ‘I have a dream ...’

PAPER 7

E-Democracy – What is the MRS role?

Market Research as Individual Empowerment

Peter Kellner, Stephan Shakespeare and Mark Hodson, YouGov Ltd

Richard A Bellamy, Electoral Education Ltd

PAPER 8

Connecting with voters: how business can learn from new thinking in political research

Deborah Mattinson & Graeme Trayner, Opinion Leader Research

PAPER 9

I know what you did last summer Arts Audiences In London 1998 – 2002

Orian Brook, Audiences London

Session 4 – When dreams meet reality

PAPER 10

The Tipping Point: From Dream to Reality

Dr Paul Marsden, Brand Genetics

PAPER 11

Bridging the gap between dreams and reality...

building holistic insights from an integrated consumer understanding

Shaun Gibson & Deborah Teanby, ACNielsen

Stephen Donaldson, Unilever Bestfoods Europe

PAPER 12

Insight as a Strategic Asset – The Opportunity and the Stark Reality

Steve Wills, Strategic Research

Pauline Williams, Nationwide Building Society

PAPER 13

The way we live now

(Daily Life in the 21st century)

James Holden, BBC

Graeme Griffiths, TNS

Session 5 – Not all Black and White

PAPER 14

Dreaming the global future - identity, culture and the media in a multi-cultural age

Philly Desai, Turnstone

Karen Roberts, Connect

Christine Roberts, COI Communications

Session 6 – Deconstruct this

PAPER 15

Breaking the Rules: Greater Insight and Greater Value?

'Rules are not necessarily sacred, principles are'. (F. D. Roosevelt)

Ian Brace, TNS

Professor Clive Nancarrow, University of West of England

Dr Julie Tinson, University of England

PAPER 16

PowerPoint is not written in Stone: Business Communication and the lost art of storytelling

James Parsons, Flamingo

PAPER 17

If Marketing is a Battle against Consumer Cynicism, is Market Research's 'Voice of the Consumer' really Friendly Fire?

Nick Southgate, Cogent Elliott

PAPER 18

What's the fuss about trust?

Greg Smith & Bobby Duffy, MORI

Session 7 – Qualdrophenia

PAPER 19

The Qual remix

John Griffiths, Planning Above and Beyond

Siamack Salari, Everyday Lives

Greg Rowland, Semiotics for Brand

John Beasley-Murray, University of Manchester

PAPER 20

Doctors Eat Ice Cream Too—Unlocking Emotions in the New Healthcare Culture.

Richard Gilmore, Insight Research Group

Guy Spencer, Insight Associates

PAPER 21

Three Dreams: New Qualitative Analysis in the Dreamworld

Rachel Lawes, Lawes Consulting Ltd

Session 8 – Culture Shocks

PAPER 22

Geezerland – Exploring contemporary working class Britain

Ian Pierpoint & Andy Davidson, Vegas

PAPER 23

As above, so below

Monty Alexander, Semiotic Solutions

PAPER 24

'Hi, Marx'

Nick Gadsby, Duckfoot Research & Development

Session 9 – Brand Think

PAPER 25

'Wake Up and Smell the Cynicism'

Anti-Americanism and its Implications

Tom Woodnutt & Greig Burnside, Green Light International

PAPER 26

The Life of Brands Online

Kevin McLean & David Tunnicliffe, Little Bird Research and Consultancy

PAPER 27

Brand Essence – Resolving the Contradictions of the Dream Economy

Chris Barnham, Chris Barnham Research & Strategy

Laura Parker, Laura Parker Marketing Research

Session 10 – ‘Being John’ Conference Experience

PAPER 28

Being John : Experiencing the Experience Economy

Abigail Bray, Added Value

Jackie Sloane, Egg