

# 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  
**Guest** **Darren Cornish**, Director of Customer Intelligence, 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** **Complex conversations: New approaches in social marketing research for Tower Hamlets NHS**  
**Dr Stephen Bell**, Research Manager and Deputy Head of the Social Marketing Unit, Ipsos MORI  
**Paper** **New media : 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

## 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: DAY 1

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  
**Yasha Estraiikh**, Research Executive, Opinion Leader

Created and delivered with young people from Edge Learners Forum, this workshop gives practical advice about working with young people and sees attendees' common perceptions smashed. Join Becky and Yasha to learn how to trust young people to run the show and how to allow their creativity to push the boundaries of research.

**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 Global Developments, e-Rewards, Research Now

**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



**RESEARCH 2010 ILLUMINAS PARTY**

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 Waterloo Brasserie, one of London's most dynamic venues. Located opposite The Old Vic, the Waterloo 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](http://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  
Greg Fraley, Ideation Facilitator

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.