

research.

One-day conference
26 May 2010
Sofitel London St James
6 Waterloo Place
London
SW1Y 4AN

Don't miss key contributions from **Charles Leadbeater**, the **Department for Transport** and the **Department for Education**.

Join your industry peers and learn how to:

Measure and boost respondent engagement

Balance innovative research techniques with effective traditional practices

Extend the reach of your social research project

Generate valuable insights using social media

SOCIAL RESEARCH

Innovative approaches to charting social change, engaging respondents and creating effective communications

Keynote speaker

Charles Leadbeater
Ideas generator,
independent writer
and adviser



Alex Batchelor
Chief Operating Officer
BrainJuicer



Emily Gray
Research Director
and Head of Central
Government Research
Ipsos MORI Social
Research Institute

Ipsos MORI

Mark Francas
Global Deputy Head
TNS Political
and Social



Nick Ockenden
Acting Director
Institute for Volunteering
Research (IVR)



Daniel Rose
Associate Director
Firefish



Fiona Seymour
Head of Marketing
Department
for Transport

Department for
Transport

Polly Hollings
Associate Director
GfK NOP Social Research



Jodie Smith
Senior Research Officer
Department for
Education

Department for
Education

Jonathan Arthurs
Research Consultant
COI



Book now at research-live.com/events

FIVE REASONS TO BOOK TODAY

- Understand how research is illuminating, and adapting to, the major changes in our society
- Hear from clientside researchers on the secrets behind their most successful projects
- Network, debate issues and share experiences with your peers
- Learn how to engage with hard-to-reach and sensitive groups
- **SAVE £100** when you book before 23 April with the Early Bird Discount

Social Research will examine how leading authorities, voluntary organisations and brands are using a compelling mix of innovative and traditional market research techniques to get closer to their customers. Hear how Web 2.0 and new engagement tactics are revealing previously hidden insights. Discover why social research techniques are becoming common currency in a commercial world where researchers want to benchmark the true value of brands in 2010 and beyond.

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Research is the leading provider of high-quality events for the research and insight industry.

Organised in association with MRS and aimed at researchers from agency and clientside, the events are designed to educate and inspire across a diverse range of topics. Learn the latest research techniques, debate with leading experts in their field and network with insight professionals from the worlds of research, advertising, marketing, data analysis, brand management and academia.

08.30 **Registration and refreshments**

09.15 **Chair's opening remarks**
Carli Lessof, Director of Innovation and Development, National Centre for Social Research



CONSUMER TRENDS EXPLAINED

09.30 **How is society changing in 2010? Realigning market research tools, methods and approaches**

- Realign engagement techniques, while retaining the value of the traditional methods
- New social media, Web 2.0, ethnography and peer research
- Implications for government and the public sector
- Case study: New approaches in social marketing research for Tower Hamlets NHS

Emily Gray, Research Director and Head of Central Government Research, Ipsos MORI
Social Research Institute



SOCIAL MARKETING

10.00 **Behaviour change and social marketing**

- Latest trends in behavioural theory and behavioural economics
- Implications for research
- The characteristics that differentiate successful social marketing programmes from less successful ones

Mark Francas, Global Deputy Head, TNS Political and Social



CUTTING-EDGE CASE STUDY

10.30 **Balancing innovation and new methodology with traditional approaches: The NatCen-led formative evaluation of v**

- Adopting 'innovative' approaches within traditional social research frameworks
- Case study: the formative evaluation of v
- Reflections on the implications of new approaches for the quality and impact of social research

Naomi Jones, Research Director, Qualitative Research Unit, National Centre for Social Research and **Nick Ockenden**, Acting Director, Institute for Volunteering Research (IVR)



11:00 **Morning refreshments**

HARNESSING SOCIAL MEDIA

11:30 **From Me to We Research: New ways to combine Web 2.0 and our behaviour as social animals to gain fresh insight and inspiration**

- Mass prediction: Wisdom of the crowd
- Mass ethnography: Tapping our natural ability as social animals
- Netnography: Smart surfing of crowd data
- Co-creation: Source from the crowd, test for validity, own the results

Alex Batchelor, Chief Operating Officer, BrainJuicer



CUTTING-EDGE CASE STUDY

12.00 Understanding shifting audiences to shape a new campaign in government social marketing

- Understanding when established campaigns need refreshing- the success of Hedgehogs and why a new approach was needed
- Finding the best ways to engage with young minds
- Testing campaign ideas - striking the right balance between engagement and delivering a serious message
- How the campaign was received on TV, online and beyond

Daniel Rose, Associate Director, Firefish

Fiona Seymour, Head of Marketing, Department for Transport

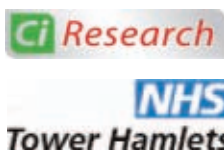


CASE STUDY

12.30 Engaging with emerging social paradigms: Matching different research methods across new channels, behaviours and economies

- Using creative and considered research to inform the development of a social marketing campaign aiming to motivate young people to adopt active and healthy lifestyles
- The benefits associated with challenging a brief
- Creating a robust segmentation model that has a legacy, and use, for the client beyond the life of this project
- Informing the development of a targeted, and appropriate social marketing programme to successfully improve outcomes

Richard Walker, Director, Ci Research
Hazel Seaman, Account Director, The Hub
Paul Collins, Social Marketing Manager – Communications and Public Engagement, NHS Tower Hamlets



13.00 Networking lunch

FOCUS ON RESPONDENTS

14.10 Rules of engagement in social research: Creating a space for youth involvement

- Dynamic techniques to engage young people on sensitive topics
- Enabling youth commentary on key social issues
- Fresh research approaches to explore young people's perceptions of anti-social behaviour in their local area
- Youth journalism via mobile phone
- Collaborative clinics generating debate
- Online activity board enabling peer interaction

Polly Hollings, Associate Director, GfK NOP Social Research and **Jodie Smith**, Senior Research Officer, Department for Education



HEALTHCARE CASE STUDY

14.40 Uncovering the truth about the hidden cancer

- The challenges of communicating messages around prostate cancer
- Addressing the challenges
- How the Prostate Cancer Charity has communicated with men
- The role research has played – internally and externally
- What the future holds

Claire Spencer, CEO, i to i research



CUTTING-EDGE CASE STUDY

15.10 Enabling the voice of the citizen in communications development

- How involving vulnerable workers in co-creating social marketing communications can effect campaign strategy
- Co-creation with hard to reach audiences and its considerations
- Evaluating and refining an innovative campaign
- Case study: BIS Vulnerable Workers Campaign

Jonathan Arthurs, Research Consultant, COI



15.40 Afternoon break

FOCUS ON DEMOGRAPHICS

16.10 Pay now or pay later: Social research and how to fund an ageing population

- By 2050 there will be just 1.7 workers to support every pensioner. We face unsustainable pension, health and long-term care costs. What is the best way to tackle the crisis?
- The research process and best-practice working with a sensitive and influential cohort group
- Case study: DWP and the Pensions Commission

Andrew Wood, Research Director, RS Consulting



KEYNOTE PRESENTATION

16.40 Charles Leadbeater

Strategies to reach and motivate large sections of the population

- Using technology to create and provide a personalised, collaborative and solutions-based learning in schools
- How schools can change cultures in communities
- Transformational innovation and a new type of learning
- Channelling disruptive innovation to drive change: Lessons for marketing, research and emerging media channels

Charles Leadbeater, ideas generator, independent writer and adviser



17.30 Chair's closing remarks and close of conference

Research partner



Film partner

