

Don't miss key contributions from market leaders including **O2, Metro, The Guardian** and **Virgin Media**.

Join your industry peers and learn how to:

**drive accuracy in social media research and establish best practice**

**identify key social media channels and develop effective strategies to meet specific research aims**

**identify brand VIPs and understand how to drive online brand advocacy**

**monitor and interpret consumer opinion and preference derived from online conversations**

**determine what's next in social media and how researchers can tap into it**

# research.

**One-day conference**  
**23 September 2010**  
Congress Centre  
28 Great Russell Street  
London  
WC1B 3LS

# SOCIAL MEDIA RESEARCH

Use key social media channels to engage with customers and capture accurate customer insights

## Keynote speaker

**Andrew Keen**  
Silicon Valley-based entrepreneur, broadcaster and author



**Vincent Sider**  
Head of Strategy: social media, gaming, augmented reality  
BT Wholesale

**BT wholesale**

**Sarah Everitt**  
Head of YouTube Research  
Google



**Gemma Hardy**  
Senior Insight Executive  
Metro



**Karen Armes**  
Head of Customer & Market Insight  
O2



**Rick Jenner**  
Head of NPD Insight – Commercial Strategy & Insight  
Virgin Media



**Debi Bester**  
Innovation Director  
Proximity



**Paul Nola**  
Research Director  
InSites Consulting



**Francesco D'Orazio**  
Research Director/Head of Social Media  
Face



**Charlie Osmond**  
Director  
FreshNetworks



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## FIVE REASONS TO BOOK TODAY

- Hear from leading social media communities, commentators, research agencies and high-profile brands
- Get involved using our live Twitter feeds and online bulletin boards
- Participate in interactive debates and be part of the social media conversation
- Examine how leading brands are using social media to get closer to their audiences and positively influence online conversations
- **SAVE £100** when you book before 20 August with the Early Bird Discount

Social media has turned the traditional approach to engaging and communicating with consumers on its head. Researchers must understand how to interpret the complex relationship between consumers' online and offline identities and what this means for findings generated using social media techniques.

**Social Media Research** will examine how research professionals can use social media to capture customer insights, engage with customers and improve the accuracy of social media research findings.

**research.** | 

**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**

09.00 **Welcome from our sponsor**

09.15 **Chairman's opening remarks**  
**Tim Phillips**, Founder, Talk Normal

### CLIENT SECRETS REVEALED

09.30 **Examining the latest findings from YouTube's social media research**

More details on this session will be available on the conference website soon.

**Sarah Everitt**, Head of YouTube Research, Google  
**Louise Brice**, Research Director, Ipsos Media CT



**Ipsos MediaCT**  
The Media, Content and Technology Research Specialists

### STRATEGIC OVERVIEW

10.00 **Assessing the validity of online research in a new world**

- Examining the quality and validity of social media-based research
- Discover the challenges facing researchers in the social media space
- Assessing representativeness in a world where we no longer know participants' identity
- Determining how online and offline identities differ
- If country boundaries become less important, what happens to sampling?

**Annelies Verhaeghe**, Senior Consultant ForwaR&D Lab, InSites Consulting



### CUTTING EDGE CASE STUDY

10.30 **Building accurate consumer insights from online conversations**

- What can we learn about our brand and customers from online conversations?
- Plugging in real-time social data to build an adaptive brand
- How O2 and Face designed and developed RTO2 (Real-Time O2), a solution and real-time research methodology to monitor, analyse and engage with real-time social media conversations
- Assessing how this is affecting customer care (social CRM), consumer research, innovation and the overall culture of social media within O2

**Karen Armes**, Head of Customer & Market Insight, O2  
**Francesco D'Orazio**, Research Director/Head of Social Media, Face



11.00 **Networking break**

### FOCUS ON STRATEGY

11.30 **Developing the right social media strategy for your brand**

- Determining the key aims of your research strategy: Collating and responding to brand feedback
- Keeping up to date with the key channels and interaction trends for your audience
- Knowing your customers and tailoring social media interactions
- Creating buzz: How to make consumers talk about you

**Vincent Sider**, Head of strategy: social media, gaming, augmented reality, BT Wholesale



PANEL DISCUSSION

12.00 Applying the key principals of social media to meet specific research goals

- The golden rules of social media
- Incorporating social media tools into research
- Transforming online panels into communities using social media principles
- Case studies: developing research-based communities and co-creation communities

**John Griffiths**, Founder, Planning Above and Beyond

**Stephen Roberts**, Head of Market Intelligence, Guardian Business & Professional

**Douglas Dunn**, Managing Director, Tuned In

**Debi Bester**, Innovation Director, Proximity

**Andrew Reid**, MD for Global Development, Vision Critical



KEYNOTE ADDRESS

12.30 Understanding what users want from social media and how it fits into their lives

- Evaluating what users want from the social media interactions
- Understanding how different groups are using social media
- What insights can researchers gain from studying the social media space?
- Comparing online and offline personas, behaviour and attitudes

**Andrew Keen**, Silicon Valley-based entrepreneur, broadcaster and author



13.15 Networking lunch and tweeting

ADVOCACY IN ACTION

14.30 Identifying your brand VIPs and driving online brand advocacy

- Understanding the value of advocacy to your bottom line
- Determining what drives advocacy
- Evaluating how to deploy your advocates in a social media environment

**Ray Poynter**, Managing Director, The Future Place



THE SOCIAL MEDIA DEBATE

15.00 Driving the validity of social media research

- Using social media netnography as a tool for generating consumer insight. Exploration of the differences between a communications-driven 'buzz monitoring' approach with a research-driven application.
- What is representativeness? A focus on approaches to sampling in social media netnography. What should the guiding principles be, and how to apply them?
- The ethics of using user-generated content. How do researchers balance ethics and privacy in an emerging domain where guidelines do not yet exist?

**Paul Nola**, Research Director, InSites Consulting

**Michalis Michael**, Managing Director Western Europe, MASMI Research Group

**James Turner**, Research Director, FreshMinds Research



15.30 Afternoon refreshments

A VIRGIN MEDIA STORY

16.00 Turning consumer conversations into actual business decisions

- How Virgin Media have turned consumer conversations into business decisions and what they have learnt in the process
- What the barriers are to making it happen and the key pitfalls to watch out for
- How to be effective and consistent at converting social media conversations into actual business decisions
- What are the key actions to take to get better at it?

**Rick Jenner**, Head of NPD Insight - Commercial Strategy & Insight, Virgin Media  
**Doron Meyassed**, Director and Founder, Promise Communities



THE SOCIAL CITY

16.30 Metro newspaper case study: Social media using social media

- Examining the range and value of online and offline research methodologies
- Building, managing and monitoring an effective community
- Uncovering how young people use social media to map their experiences in the city
- Determining how young people understand the opportunities that social media creates for them

**Gemma Hardy**, Senior Insight Executive, Metro  
**Andrew Crysell**, Managing Director, CrowdDNA



THE FUTURE OF SOCIAL MEDIA

17.00 What's next in social media and how can researchers tap into it?

- Forecasting the hottest social media trends for 2010-2012
- Assessing how researchers can tap into the rise of location based social media applications
- Gaining new insight into the expanding field of social media gaming
- How are social media users changing the way they use communities and what does this mean for the research industry?

**Charlie Osmond**, Director, FreshNetworks



17.30 Close of conference

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

**Exclusive**

## Double ticket

Book your place for both Online Research Methods (27 January) and Social Media Research together – and **save £250.**

[research-live.com/exclusive](http://research-live.com/exclusive)

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