

Hear how **easyjet**, **Seven Seas**, **ofcom** and **T-Mobile** are using online methodologies to monitor and engage with their customers.

**Join your industry peers and**

**debate** the ethics, legalities and market research guidelines for passive and active online data measurement and collection

**develop** and manage online communities to deliver ongoing feedback about brand and business activities

**optimise** survey design, format and technology choices to maximise respondent engagement and online survey completion rates

**use** gamification, crowdsourcing and online neuromarketing to generate compelling insights

**move** between offline and online methodologies and maintain your quality of research

research.

**One-day conference**

**26 January 2012**

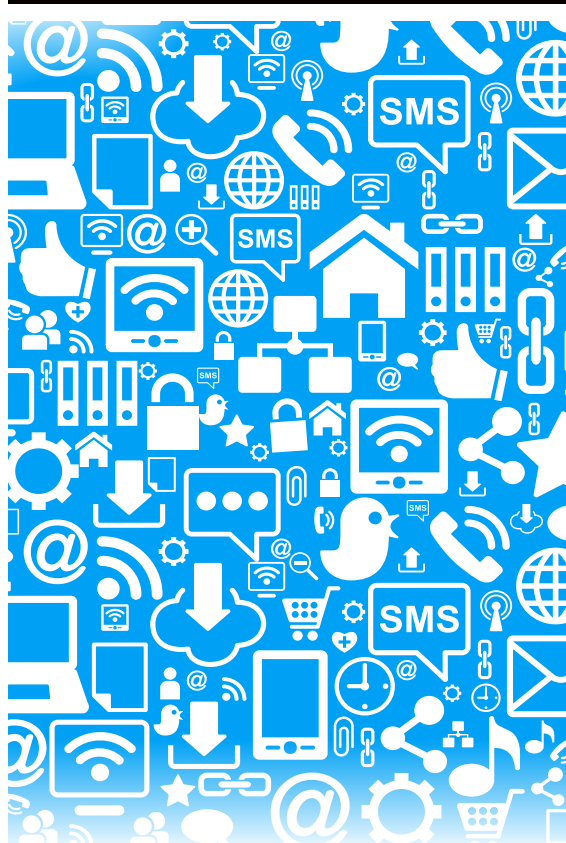
Crowne Plaza – The City  
London

EC4V 6DB

# ONLINE METHODS

Maximise engagement, response rates and quality of research

Book before 6 January and save £100



**Speakers include**

**Shaendel Hallett**  
Research Manager  
easyJet



**Lysa Hardy**  
Former Vice President  
T-Mobile Propositions



**Noman Ali**  
CEO and Co-founder  
Peanut Labs



**Sumran Kaul**  
Senior Audience Analyst  
Ofcom



**Paul Dombowsky**  
CEO  
Ideavibes



**Tony Parkin**  
Strategic Planning &  
Development Manager –  
Consumer Health  
Seven Seas



**Laura Morris**  
Account Director  
Brass Agency



**Alex Johnson**  
Director, Innovation Group  
Kantar Operations



**Ray Poynter**  
Executive Vice President  
Vision Critical



**Barry Ryan**  
Standards & Policy Manager  
MRS



Book now at [research-live.com/events](http://research-live.com/events)

## FIVE REASONS TO BOOK TODAY

- **Hear how global companies like easyjet and T-Mobile are using a range of online research techniques to get closer to their customers and identify the techniques that are right for you**
- **Network with end users of research to understand what's working and what's not**
- **Gather information on the newest online techniques that will be hitting the headlines in 2012**
- **Participate in interactive discussions on ethics, quality and MRS guidelines and help shape the direction of online research**
- **SAVE £100 when you book before 6 January with the Early Bird Discount**

Get to grips with the complexities of online respondent engagement, survey design for multiple devices, social media mining, online communities and brand building and monitoring to equip you with an armoury of tools and techniques that will lead to success.



Research products and services are provided by MRS

Aimed at researchers from agency and clientside, these 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 **Chairman's opening remarks**

**Ray Poynter**, Executive Vice President, Vision Critical

09.30 **Building and managing compelling online communities**

VISIONCRITICAL™

- Examining the role of community panels in market research
- Understanding when a community approach will deliver the best research results
- Developing a community and determining how to extract useful insights
- Outlining the dos and don'ts of bespoke communities
- Achieving value for money from online communities

**Shaendel Hallett**, Research Manager, easyJet  
**Paul Child**, Research Director, Join the Dots

easyJet

join the dots  
FORMERLY KNOWN AS VIRTUAL SURVEYS

10.00 **Panel: Recommendations for effective and ethical passive data measurement**

- What is passive measurement and how is it being used?
- Distinguishing between active agent data collection and social media monitoring
- Examining recent data privacy law suits and understanding passive data measurement ethics and liability issues
- Exploring changing consumer behaviour and expectations about privacy and brand activity
- Debating the current MRS data privacy guidelines and determining appropriate guidelines for active agent passive measurement
- Forecasting the future outlook for all types of online passive data measurement

**Barry Ryan**, Standards & Policy Manager, MRS  
**Arno Hummerston**, Managing Director of Client Services, Nurago  
**Tom Ewing**, Digital Culture Officer, Brainjuicer

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10.40 **Coffee break**

11.00 **Optimising social media listening**

- Identifying the value and accepting the limitations of social media listening
- Comparing qualitative and quantitative approaches to social media research
- Evaluating the strengths and weaknesses of the most popular social media mining tools on the market
- Meeting ethical guidelines for online listening and engagement
- Assessing the pros and cons of outsourcing social media analysis
- Predicting how social media listening will change market research

**Tom Woodnutt**, conversations strategist

## 11.40 Crowdsourcing: Using the crowd and social media to drive innovation and engagement

- What it is and how to use it in social media
- Building the business case for using crowdsourcing as a key research methodology
- How to tap into the conversations that are already going on to make better decisions
- Best practices: How to implement crowdsourcing in your organisation

**Paul Dombowsky**, CEO, Ideavibes



## 12.10 Solving the problem of device diversity: Why technology can only get us so far

- The benefits of HTML 5, Flash and mobile apps: When to employ them to meet different research needs
- Optimising the compatibility of questions with different devices
- Assessing how the design of online questionnaires determines which devices respondents can reasonably use
- Comparing the impact on data of different devices

**Alex Johnson**, Director, Innovation Group, Kantar Operations



## 12.40 Networking lunch

## 14.00 From offline to online: Retaining quality while transferring an established survey

- Understanding Ofcom's key drivers for testing an online methodology for its media tracking survey
- Key concerns and inhibitors to using an online methodology: How to counter them to deliver high-quality, cost-effective results
- The test: Comparing online and offline results and establishing a robust analysis procedure to take into account methodological differences
- Key learnings for other public-sector bodies

**Tim Barber**, Research Director, BDRC Continental

**Dave Chilvers**, Director, BDRC Continental

**Sumran Kaul**, Senior Audience Analyst, Ofcom



## 14.30 Seven Seas case study: Reaping the rewards from good online survey design

- Seven Seas' joint age calculator project: How it blurred the lines between online marketing and online market research
- How Seven Seas optimised survey format and design to collect powerful research data
- Evaluating survey completion rates and identifying the significant factors

**Laura Morris**, Account Director, Brass Agency

**Tony Parkin**, Strategic Planning & Development Manager – Consumer Health, Seven Seas



## 15.00 Aftersnoon refreshments

## 15.30 Panel: Implementing best practices to ensure integrity and quality of online research

- Examining the pros and cons of moving traditional market research methodologies online
- Examining the specific quality challenges associated with online: Panels, focus groups, communities, ethnography, passive data collection
- Assessing the counter-measures that can be implemented to reduce quality concerns associated with online research

**Tim Barber**, Research Director, BDRC Continental  
**Shaendel Hallett**, Research Manager, easyJet  
**Sumran Kaul**, Senior Audience Analyst, ofcom

## 16.00 Exploring gamification to dramatically increase online research engagement

- What is gamification and how can it be used for research?
- Using gamification to build engagement and keep the research experience fresh for respondents
- Examining key gamification design principles to hook and retain respondents: Building interactive, viral and engaging gamified experiences

**Noman Ali**, CEO & Co-founder, Peanut Labs



## 16.30 T-Mobile Case study: Using online neuromarketing to renovate and innovate the brand

- Using a powerful online methodology to access and measure the intuitive drivers of brand choice
- Is online neuromarketing a fast, cost-effective and valuable online method to understand customers' emotional responses to stimuli?
- The commercial results online neuromarketing has delivered for T-Mobile: Advertising development and evaluation (including the company's most successful ever TV commercial), ensuring NPD is on brand, innovating across touchpoints (retail stores, customer service and new propositions)

**Phil Barden**, Managing Director, Decode Marketing

**Lysa Hardy**, former Vice President, T-Mobile Propositions



## 17.00 Chairman's closing remarks

Research partner



# Booking form

## How to book

Visit [www.research-live.com/events](http://www.research-live.com/events)

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Or fax it to +44 (0)20 7490 0608

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## Where did you hear about this conference?

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

## Delegate fee

	Until 6 January	From 6 January
MRS Member	£335 (£402 inc VAT)	£435 (£522 inc VAT)
Non-Member	£465 (£558 inc VAT)	£565 (£678 inc VAT)

Please note. Early Bird fees **must** be paid in full by 6.1.12

## Delegate details

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Company \_\_\_\_\_ Job title \_\_\_\_\_

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Total fee    £  + VAT    £  =    £

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## Payment method Please tick as applicable

**Payment** All fees are to be paid in pounds sterling and are subject to VAT at the standard rate of 20% where applicable.

**Cheque/banker's draft** (made payable to The Market Research Society)

**Bank transfer** (MRS bank details: Barclays Bank PLC, 27 Soho Square, London W1D 3QR  
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Address for invoice (if different) \_\_\_\_\_

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