

Hear how **easyjet, Seven Seas, T-Mobile** and other leading organisations 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

Speakers include

Shaendel Hallett
Research Manager
easyJet

easyJet

Lysa Hardy
Former Vice President
T-Mobile Propositions

T-Mobile

Noman Ali
CEO and Co-founder
Peanut Labs

PEANUT LABS

Sumran Kaul
Senior Audience Analyst
Ofcom

Ofcom

Paul Dombowsky
CEO
Ideavibes

Ideavibes

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

SEVEN SEAS

Ray Poynter
Executive Vice President
Vision Critical

VISIONCRITICAL

Alex Johnson
Director, Innovation Group
Kantar Operations

KANTAR operations

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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. | MRS.

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.

08.45 **Registration and refreshments**

09.30 **Chairman's opening remarks**
Ray Poynter, Executive Vice President, Vision Critical

09.45 **Building and managing compelling online communities** 

- 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





10.15 **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







10.55 **Coffee break**

11.20 **Fishing for insight in a sea of social media**

- Emphasising the importance of social media listening to market research
- Reviewing how to get most value from social media research
- Outlining the importance of going beyond aggregated sentiment
- Understanding alternative levels of social media research methodologies

Tom Woodnutt, conversations strategist

11.50 **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

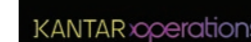
Paul Dombowsky, CEO, Ideavibes



12.20 **Online surveys on portable devices: Why technology will only get us so far**

- Why we must be able to deliver surveys on portable devices
- The trade-off between engagement, consistency and representativeness
- The technology challenges of device diversity
- The research challenges of device diversity
- The significance of questionnaire design and length
- Recommended approaches to meeting the challenges

Alex Johnson, Director, Innovation Group, Kantar Operations



12.50 **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 **Afternoon 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

Jeffrey Henning, Chief Marketing Officer, Affinova, Inc
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**

17.15 **Closing drinks reception courtesy of sponsors Affinova and Toluna**

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