

Sessions & Speakers



NOVEMBER 14, 2017 | 8 AM - 6 PM | THE CONFERENCE CENTER AT WALTHAM WOODS

8 am **Registration and Networking**
 Name Tags Sponsored by Applied Marketing Science
Continental Breakfast
 Breakfast Sponsored by Active Measure

9 am **Welcome and Opening Remarks**

9:10 am **A Vibrant and Relevant Association for a World in Change**
Simon Chadwick, Managing Partner, Cambiar Consulting

As Chairman of the new Insights Association, Simon has a unique view of what is now one of the top three Market Research/Analytics associations in the world. Since the two “worlds” of MRA and CASRO became one just over a year ago, the organization has achieved a tremendous amount of growth, along with a fresh perspective. Simon will share an update on the most notable achievements that are important to our MR community, and will discuss the health and future of the research industry as a whole.



9:50 am **The Digital Trails on What Consumers Actually Do (vs. Say or Think They Do)**
James Chung, President, Reach Advisors

There’s hardly a consumer behavior left that doesn’t leave behind an exhaustive digital trail. But marketers get to see less than .001% of the data trail that players like Google, Facebook, Amazon and others collect on your customers. Yet that data provides remarkable insight into how customer journeys and consumer algorithms actually unfold, even though most consumers can’t accurately describe them. James will present a case study that compares algorithmic machine-learning analysis with a previous approach to understanding the market.



10:35 am **Networking**

10:50 am **Increasing Response Rates through Seamless Online and Offline Mobile Experiences**
Holly DeMuro, Product Marketing Director, Confermit

Survey fatigue is an important topic in Market Research, and our data quality can suffer as a result. In this presentation we will share best practices to help you overcome challenges linked with survey fatigue.



11:25 am **A Paradigm Shift in Reporting Insights and Data**
Smisha Samra, Director, Research and Insights, Grail Research

We have access to information that is constantly on the rise, thanks to research, data generated from interactions with social media, IoT devices (and more), and less time to digest it. This calls for a paradigm shift in the way insights are reported and assimilated. This session will review some of these techniques for reporting data and insights.



12:00 pm **Lunch**
 Lunch Sponsored by Research Now

Attendee Perks!

Professional Researcher Certification (PRC) credits

A professional photographer — all attendees may have complimentary digital portraits

Professional Digital Portraits Sponsored by Paradigm Sample

1:00 pm

The Increasing Complexity of Becoming an Approved Market Research Supplier to a Fortune 10 Company

Caron Merrill, Director, Customer Insights at CVS Health

Why is it becoming increasingly hard to become an approved vendor at a Fortune 10 company? What do you need to know about becoming approved, and what are some “do’s” and “don’ts”? Learn how Market Research companies have been successful in landing CVS Health as a client, and have an open discussion with the Director of Customer Insights at CVS about what works and what doesn’t work.



1:55 pm

Mapping the Patient Journey

John Mitchell, President and Managing Principal, Applied Marketing Science
Kristyn Corrigan, Principal, Applied Marketing Science

A deep understanding of customer needs is essential for innovation in new products and customer experiences. Despite advances in marketing science that have benefited consumer products, many in the healthcare arena continue to rely on the same techniques, employed for decades, that yield predictably disappointing results and fewer “a-ha” insights. This session will showcase how customer journey mapping is changing the way healthcare companies understand patient needs.



2:40 pm

Networking

3:00 pm

Attracting Viewers in the Golden Age of Content

Lynne Castronuovo, Account Manager, Chadwick Martin Bailey
Lyndsey Albertson, Director of Digital Sales Research, ABC

The explosion in TV content available for viewing has been great news for television but requires content creators, such as ABC, to really understand what drives viewers to try a new show and what keeps them watching. In this session, we will share learnings from a comprehensive content discovery initiative that will resonate with any brand looking to gain traction for new products while navigating a market in flux.

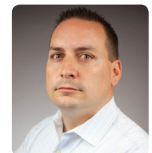


3:45 pm

Engaging Millennials to Create Actionable Insight

Mike Klotz, VP of Sales and Marketing, Paradigm Sample

Millennials are the largest generation in our country’s history. However, not all millennials are the same. How can market researchers tailor their efforts accordingly? This session will cover a segmentation project created by Blink Insights to better understand this vast generation.



4:15 pm

Closing Remarks

Raffle Sponsored by SSI

4:30 pm

Cocktail Hour

Cocktails Sponsored by Critical Mix

Sponsors

