THE QUIRK’S EVENT
FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

SHOW PREVIEW

LONDON
ENGLAND
FEBRUARY 12-13, 2019

TICKET PRICES START AT
£159*

Use discount code SAVE20

*Corporate researchers only. Other packages available.

TheQuirksEvent.com
Since 1986, Quirk's Media has been dedicated to promoting the understanding, use and value of marketing research and customer insights across all industries by delivering a wide range of free resources for marketing research professionals, from our magazine and e-newsletter to our Webinars and directories of research product and service providers.

While there are many conferences within the insights industry that deliver high-quality programming (we actually partner with several of them!), our research indicated that fewer than 40 percent of end-client researchers have the budget to attend conferences each year.

Thus, in 2015, after seeing the need for a low-cost, inclusive conference for marketing researchers, we held the first Quirk's Event in Brooklyn, N.Y., a gathering that has sold out of exhibitor and attendee space every year since.

To keep costs low for attendees and exhibitors alike, we eliminated the keynote speakers and sit-down luncheons of other industry events. By making it affordable for everyone, the goal is to maximize attendance and provide the most inclusive marketing research experience with the best ROI for all.

And now we are excited to bring that model to London!

The Quirk's Event is a two-day experience, packed with more than 70 30-minute education and learning sessions delivered by client-side researchers or research vendors (sometimes both!) on a range of topics, from case studies and explorations of best practices to deep dives on specific methods or techniques.

Speaking slots are chosen based strictly on educational value and are not sales pitches. (Presenters must agree to adhere to the Quirk's Q-mandments, which stipulate that sessions must be interesting, informative and sales-free.)

At the center of the action is the exhibit hall, which is designed to be a fun, interactive venue for face-to-face meetings between attendees and our valued industry supporters.

In the following pages you’ll find profiles of selected speakers and sessions along with overviews of networking opportunities, dining options and expo exhibitors. (While current at press time, information is of course subject to change!)

At the show, you’ll find a daily agenda, map and list of exhibitors as well as information about food and drink and special exhibit hall experiences.

We want to make The Quirk's Event a regular part of your ongoing efforts to learn and grow as an insights professional, so please let me know your thoughts on how we can improve your experience.

Sincerely,

Joseph Rydholm
Editor, Quirk's Marketing Research Review
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www.thequirksevent.com  •  LONDON  •  The QUIRKS Event 2019  •  L3
TOP-NOTCH LEARNING

The Quirk’s Event offers engaging 30-minute sessions from both end-clients and suppliers on the latest research trends, techniques and strategies. We’ve highlighted a handful of sessions here and you can find a complete detailed list of sessions at www.thequirksevent.com.

CASE STUDY: GETTING CUSTOMER-FOCUSED

Developing a Customer-Obsessed Culture: How Insights Transformed Salesforce

Jacob Ayoub, Senior Director, Customer and Market Insights, Salesforce

Insights-driven businesses will take $1.2 trillion in revenue per year by 2020. Why should you care? Because these insights-driven businesses are coming after your customers and your top line. The secret to success is putting the power of customer insights to work. Jacob Ayoub will highlight the seven decisions Salesforce made to transform into a customer-obsessed culture, one that puts customers at the center of all strategic initiatives and that acts on 98 percent of research studies.

CASE STUDY: FUTURE-PROOFING THE INSIGHTS FUNCTION

Microsoft’s Journey to Digitally Transform Insights

Reed Cundiff, General Manager, Customer and Market Research, Microsoft

Technology has given insights professionals a host of new tools but it has also brought new pressures to bear, in the form of voluminous amounts of data from disparate sources. To some, these changes threaten to overwhelm and potentially replace the traditional marketing researcher. But rather than view them as challenges, Reed Cundiff, general manager of Microsoft’s customer and market research team, views them as opportunities. His presentation will take you on his team’s journey to build a digitally-transformed insights function, from early vision to first steps to lessons learned.

“Over the years, there has been a constant drumbeat of change within our industry,” Cundiff says. “And while we’ve certainly taken steps to evolve, the size and significance of the opportunities we face are at a whole other level. If we get this right and are able to fully harness the power of data and technology together through the transformation of our insights supply chain, the value we will be capable of delivering to our stakeholders and businesses will grow exponentially. This is why I am so optimistic about the future of our insights industry!”
ORGANIZATIONAL DESIGN
How to Build a Market Intelligence Organization that Matters: A Case Study
Silvana Amparbeng, Research Manager, Worldpay
In this session, Silvana Amparbeng from Worldpay will discuss how to successfully change the perception of the market research organization within your company. Amparbeng will share her team’s experience with Quirk’s Event attendees. “Building a market intelligence function that matters has been the main priority of my team and I this past year,” says Amparbeng. “It has also been a great learning curve, which is why I decided to share our experience with a wider audience.”

Attendees will come away from this session with the knowledge of how to heighten the research/intelligence role from “order taker” to strategic partner and how to effectively communicate with stakeholders and clients to keep them engaged and informed.

CASE STUDY: CONSUMERS’ VALUES AND BEHAVIORS
The Future of Brewing
Serena Smith, Category Manager, Molson Coors
This session will provide an in-depth look at the changing research landscape from the perspective of the drinks industry. Serena Smith from Molson Coors will discuss how to manage change by observing past and future trends, how to keep up with consumers’ changing values and behaviors, meeting the needs of both Millennials and Baby Boomers and how to prepare for the coming changes in the industry. Smith will advise attendees on how to use hybrid data and keep solutions flexible in order to prepare for the constantly-changing future.

CASE STUDY: DRIVING ORGANIZATIONAL GROWTH
Making a Difference for the Business: Key Drivers of Success
Michael Rosenberg, Managing Director, J.P. Morgan
Join Michael Rosenberg from J.P. Morgan for a session that focuses on how researchers can overcome the challenge of how to best make a difference within their organization. The session will provide case studies to help researchers successfully enhance their decision-making to drive growth within their organization.

RESEARCH REPORT
Intelligent Concept Tests with ADA
Pete Cape, Director of Global Knowledge, Research Now SSI
Nadja Bohme, Director | Head of Marketing, Factworks
Join this session to hear about the adaptive algorithm (called ADA) created by Research Now SSI for efficient concept testing that relies on the principles of the Bayesian Bandit. Together with Factworks, Research Now SSI will discuss how their algorithm can increase efficiency with concept and naming tests, helping to overcome obstacles that appear when using monadic designs. The session will cover the benefits to ADA and how effective the algorithm was found to be when Factworks tested it in an online study in the U.K. and Germany. Learn how ADA can provide more diagnostics, faster results and increased flexibility.
B2B JOURNEY-MAPPING


Simon McEvoy, U.K. Head of Strategy, Omobono

Many B2B organizations are trying to improve their customer experience by mapping out customer journeys but how do you actually go about doing it? In this talk, Simon McEvoy, head of strategy at B2B creative agency Omobono, will offer a practical, step-by-step guide to mapping customer journeys, touching on: how to demystify complex buying journeys and multiple customer types; how you can identify a manageable number of persona types, unlock hidden opportunities in customer pain points and create experience maps that get internal buy-in.

“In B2B, people buy the whole company, not just a product, so it’s particularly important to manage a consistent experience across every touchpoint,” McEvoy says. “Our brains prefer stories; it’s difficult to recall a series of different facts, even about the same topic, if they are not strongly connected through the medium of a story. By condensing and highlighting key findings from a data set and structuring them in the form of a story, the findings are more likely to stick.”

DATA COLLECTION

The Power of Real-Time Behavioral Data in the Subscription Video-on-Demand Era

Adam Portner, Vice President of Client Solutions, ProdegeMR

Chris Havemann, Chief Executive Officer, RealityMine

This session from ProdegeMR and RealityMine will give insight into subscription video-on-demand users and their rising expectations. The companies will discuss how they used RealityMine’s Reality Meter technology combined with ProdegeMR’s global panel to passively monitor respondents and learn about their media habits in real-time. Attendees will walk away from the session with an understanding of how to use passive metering on its own or as a supplement to traditional data collection methods as well as how using passive behavioral information with an engaged sample source together with survey data can provide researchers with a better understanding of their audiences and gain more actionable insights.
The Future of Market Research is Now.

Discover how we are gaining insights in real time. Join our discussion, “Power of Real-Time Behavioural Data in the Subscription Video-on-Demand Era”, or stop by booth #300.

Location & Time
Boston, Massachusetts
7:45am
45min Average Commute

Demographics
Female, 36
2 Kids
Primary household decision maker

Screen Time
Netflix: 2:34:07
Emails: 0:27:58
Instagram: 0:45:29

Device
Samsung Galaxy S8
Purchased: 2017
18.5:9 Aspect Ratio

ProdegeMR, Pushing the Industry Forward.
RESEARCH INDUSTRY: ADVOCATING FOR INSIGHTS

Anywhere in the World: The Complexity of Brand Research at Virgin

Thom Stebbings, Group Consumer Insight Lead, Virgin Group

In this session, Thom Stebbings from Virgin Group will reflect on his experience researching opportunities that take him all over the world. Stebbings will provide insight into how to do big things with little resources, something he is familiar with being a one-person research team for a large, complex brand. “Balancing flexibility and detailed planning is key,” Stebbings says of his one-person role. “And don’t forget to focus on relationships. Build good relationships within the company to pull together a community of advocates for your insights – perhaps even an unofficial insights committee that meets regularly. Embrace your agencies as true partners; share your challenges with them and be open to honestly discussing their challenges too.”

CASE STUDY: BEHAVIORAL ECONOMICS

Others Think, Therefore I Am: Using Behavioral Science to Understand Societal Beliefs of Gambling Behavior

Anders Bengtsson, CEO, Protobrand
Sara Picazo Lutton, Head of U.K. Ad Research, Twitter UK

Tapping into the System 1 brain provides additional context into not just what consumers think on a conscious level but how they feel and relate to the world around them. Protobrand conducted a social preference study for Twitter’s ad research team to explore the drivers and barriers of several gambling behaviors, including casino betting, sports betting and lottery play in the U.K. This study uncovered fascinating results detailing the role that emotions play in attracting U.K. citizens to engage in certain behaviors as well as the social factors that impact negative beliefs.

Bypassing the conscious mind empowered Twitter to better understand the context surrounding gambling, including the benefits that the various behaviors offered while monitoring any negative societal beliefs that function as barriers. This presentation will profile one of the behaviors in-depth, providing insight into the importance of understanding the non-conscious factors that inform decision-making.

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It is always our goal to offer quality learning sessions at The Quirk’s Event. To do this, we reach out to your peers and ask them to share real-world experiences, strategies, case studies, best practices and successful applications of research techniques. Wondering who we have lined up to speak in London? Here’s a sneak peek.

**The best minds**  
**DRIVING YOUR MARKETING RESEARCH FORWARD**

**Natalia Lumpkin**  
Director of Insights for EMEA  
Mars Petcare

Born and raised in Poland, Natalia Lumpkin earned her MBA and M.S. in entrepreneurship. Lumpkin began her career at Procter & Gamble, where she worked for eight years before joining Mars Petcare U.S. in 2013. At Mars, she led consumer insights and innovation through the use of new technologies and tools, often being the first to find better, faster, cheaper and more predictive ways of getting to the truth about customers.

Recently, Lumpkin has moved to Europe to head the regional CMI organization and create the insights organization of the future. She is driven to challenge the status quo and push for truly breakthrough innovations and cutting-edge technologies in research. During her Quirk’s Event session, “Digitally Transforming Your Insights Function,” Lumpkin will share how Mars is partnering with tech companies to rethink its marketing research.

**Begonia Fafian**  
Western Europe Knowledge and Insights Director  
Coca-Cola

Begonia Fafian is Western Europe Knowledge and Insights Director for Coca-Cola Company and has been with the company for nearly 18 years. Fafian began her career in marketing in brand management at Colgate-Palmolive and SC Johnson. Currently based in London, she started her career in Knowledge & Insights with Coca-Cola in her native Spain as a consumer insights manager for Coca-Cola Iberia. Prior to that she worked as a marketing manager for Coca-Cola Iberia.

A passionate qualitative moderator, Fafian’s work includes all kinds of research. At The Quirk’s Event, she will be sharing how her team is driving insight into the minds of stakeholders in a session titled, “The Great Internal Communication Experiment.”

**Catherine Haigh**  
Insight Controller  
Premier Foods

Catherine Haigh loves exploring the world of consumers and is passionate about insight-led brand strategy. A champion of driving ROI and impact of insight on the client-side, she is insight controller at Premier Foods. Currently, Haigh’s role calls for her to spend time reflecting on and eating cake for Mr Kipling and Cadbury cake.

She has worked on a recent Mr Kipling relaunch, including brand repositioning, new communications development and complete package redesign. At The Quirk’s Event, Haigh will co-present on this journey in a session titled, “A Recipe for Advertising Success with Mr Kipling” as well as the role of dad in grocery shopping in a second session titled, “Move Over Mum, Dads Also Deserve our Attention: Rebalancing the Gender Focus.”

Haigh has worked both client-side and agency-side in both traditional research agencies and in brand consultancy.

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FOR THE MOST COMPLETE, UP-TO-DATE LIST OF SPEAKERS VISIT TheQuirksEvent.com
Learn from
THE BEST
IN THE INDUSTRY

Lori Laflin
Customer Experience Champion
Cargill

For the past seven years, Lori Laflin has worked to find answers to the tricky questions at Cargill, a Minnesota-based company that employs a team of 155,000 professionals in 70 countries, working to draw together the worlds of food, agriculture, nutrition and risk management. She led the teams that built Cargill’s approach to voice of the customer and brand health management and is currently leading a customer experience pilot.

At The Quirk’s Event, Laflin will be sharing tips and tricks for taking action with your data in a session titled, “Customer Experience from Talk to Action: An Interactive Workshop.” Laflin has worked in customer experience and voice of the customer experience for 25 years and she is constantly inspired by her love for solving puzzles. “I find people – and what they do and why they do it – endlessly fascinating,” she says.

Laflin holds a master’s degree from the University of Minnesota and certifications from the CXPA and MRA. Throughout her career she has worked with organizations large and small to help them improve service to customers, consumers and stakeholders.

Michael Brown
Head of Insight
Universal McCann Worldwide

Prior to launching his career in marketing research, Michael Brown was a marketing graduate working at American Express. Turning his attention to MR, he worked at both Research Now SSI and MESH Experience before joining UM where he is now the head of insight.

With a passion for using traditional research methods to give a platform to marginalized voices in society, Brown helps UM’s clients better understand their audiences and marketplaces. In particular, he works to promote the role and responsibility of ads in tackling stereotyping. Marketing research feeds his general thirst for understanding what people think and do. “I adore my line of work as, whether quantitatively or qualitatively, my focus is always to understand people,” says Brown.

Brown will be taking a look at a UM study decoding today’s youth culture in his Quirk’s Event session titled, “The Folly of Misunderstanding Youth.”
Simon Doolin
UX Researcher
Microsoft

Simon Doolin is a design researcher at Microsoft and has been part of the SwiftKey Keyboard team for more than four years. Prior to this, Doolin received a Ph.D. in usability engineering at the University of Edinburgh, which focused on developing speech-driven interfaces employing embodied conversational agents, or avatars, and investigated how these systems can be made more usable for older adults.

“I am motivated by the opportunity to use my skills to shape and create market-leading user experiences across many platforms, devices and interaction modalities,” he says.

Doolin’s research at Microsoft is concentrated on providing insights to drive product strategy as well as actionable insights throughout the entire product development lifecycle. In a case study presentation at The Quirk’s Event, “Defensive Development: Using Mobile Behavioral Research to Create Competitive Products,” he will be sharing how Microsoft targeted a competitor’s customer base using mobile behavioral data to ultimately ensure the development of a compelling alternative product.

Susan Fader
Strategist, Qualitative Researcher and Moderator
Fader & Associates

Based in New York, Susan Fader is a qualitative researcher, moderator and strategist who tailors her methodology to fit the specific project objectives using both traditional and, if warranted, non-traditional methods such as gamification mind-set (learn more at her session, “Gamifying Qualitative Research – It’s A Lot More than Just Playing Games”) and narrative economics.

Self-diagnostic ethnography is one non-traditional method Fader believes is currently undervalued by the MR community. In this method, the person being researched is given the tools to take a conscious introspective look at what they do. “Most people are not natural storytellers,” says Fader. Self-diagnostic ethnography helps respondents by allowing them to share personal behavior revelations in a story structure.

Fader has an MBA from Columbia University and is a member of the QRCA as well as the book review editor for the association’s magazine, VIEWS. Prior to launching Fader & Associates, she was a product manager at General Foods, account supervisor at Interpublic and a marketing consultant in Tokyo. She has worked across categories and demographics in the U.S. and in more than 20 countries on five different continents.
All of our speakers have to agree and abide to our Q-Mandments in order to participate at our event. The Q-Mandments ensure that attendees receive the most relevant and insightful information, not sales pitches.

Delivering value
THE QUIRK’S PRESENTER Q-MANDMENTS

1. Thou Shalt Be Interesting: Explore new industry territory and present ideas you haven’t seen or shared before
2. Thou Shalt Be Effective: Tell a story. Have a client present or use real client examples to illustrate your points
3. Thou Shalt Be Relevant: During no part of your presentation should you ever sell your company, services or products
4. Thou Shalt Be Honest: Speak of failures as well as success and never exaggerate statistics, findings and claims
5. Thou Shalt Be Engaging: Deliver your presentation with clarity, gusto and actively engage your audience
6. Thou Shalt Be Memorable: Inject humor and personality into your presentation
7. Thou Shalt Be Prepared: Practice, Practice, Practice! Do not read directly from your speech or from your slides
8. Thou Shalt Be Visual: A picture is worth a thousand words. Favor images and video over text and speaking
9. Thou Shalt Be Accessible: Remain open to questions after your session, but do not exceed your 30 minutes!
10. Thou Shalt Be Considerate: Keep to the schedule - 30 minutes total!
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SOCIAL GATHERINGS

OPENING NIGHT

Cocktails with Quirk’s

Tuesday, February 12
5:30 p.m. to 7:00 p.m.
InterContinental O2 Expo Hall

We’ve had a blast hosting Cocktails with Quirk’s in the past and The Quirk’s Event wouldn’t feel complete without everyone enjoying a few cocktails on us! After the first day of the show is done, mingle and network in the expo hall and take in the experiences with other attendees from 5:30 p.m. to 7:00 p.m. Free drinks and appetizers will be provided.

Stop by one of these stands to enjoy a cocktail:

prodege MR
Booth 300

criticalmix
Booth 507

marketcube
Booth 210

THE NIGHT BEFORE THE EVENT

Women in Research Networking Event

Monday, February 11
7:00 p.m. to 10:00 p.m.
Location TBD

Women in Research (WIRE) will be hosting a complimentary pre-conference networking event for Quirk’s Event attendees of all genders on Monday, February 11. Enjoy cocktails, canapés and conversation while networking with market research industry leaders. WIRE is a nonprofit organization that champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. Registration for this event will be open at a later date, mark your calendars!

FOLLOWED BY...

Tuesday Night After Dark Party at the O2

Tuesday, February 12
8:00 p.m. to 11:00 p.m.
Location: All Bar One O2

After dinner, join other attendees for the official after dark party at the O2 to discuss the day’s events and have a nightcap on us! Enjoy a relaxing evening with cocktails, music and conversation. Sign up for the party when you register for The Quirk’s Event – entry is free for all Quirk’s Event attendees!

Not attending The Quirk’s Event but still interested in the party? To register, visit The Research Club’s Web site: theresearchclub.com/events/london-after-dark-quirks-party/ Space is limited so register early!

Thank you to our sponsors:

EVENT CLOSING

Expo Hall Happy Hour

Wednesday, February 13
4:00 p.m. to 5:00 p.m.
InterContinental O2 Expo Hall

Grab a beer and stroll through the expo hall to learn and experience all of the latest and greatest the industry has to offer.

FIND UP-TO-DATE INFORMATION ON ALL THE SPECIAL EVENTS AT TheQuirksEvent.com
This year, The Quirk’s Event is introducing smart badges and an interactive app from Klik! These interactive badges allow for easy and fast networking all in one place. Attendees in close proximity can quickly exchange information simply by both pressing and holding down the bottom of the badge. Bright LEDs will illuminate and flash, letting you know that the information has been exchanged. Attendees can also receive content from speaking sessions without having to wait until after the event. During a session, simply click your badge and any materials the presenters make available will download and be accessible in the app. The Klik badge puts you in charge of the content you receive and connections you make!

With the Klik app you can:
- chat with other attendees and even request meetings;
- view profiles of exhibiting firms and request meeting times with particular vendors;
- store your connections and event materials; and
- keep track of all personal meetings and events.

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www.questmindshare.com
When we launched The Quirk’s Event in 2015, the one thing we wanted to make sure our event had was some fun. We had attended numerous conferences throughout the years and found few to be truly fun and engaging. So we set out to make The Quirk’s Event a genuine experience.

In addition to the great educational sessions and networking activities, the expo hall will be a lively and engaging place where you can learn the latest in the industry and find new partners … while having fun! Stop by exhibits to play a game, enter a drawing, grab a piece of swag or experience a demo – there will be lots to see and do in the expo hall. Here are just a few of the experiences that will be at The Quirk’s Event.

**WHO SAID MARKETING RESEARCH CAN’T BE FUN?**

**Update your image**
How long has it been since you’ve updated your social media photo? Have a new, professional head shot taken while at The Quirk’s Event. It takes just a few minutes and we’ll e-mail you the link to the high-resolution image that reflects the new you!

**Temporary ink, lasting memories**
Have you ever gotten a tattoo while at a business conference? Now you can! Well, sort of. Henna artists will be creating intricate and beautiful designs that can be applied to your hand or arm. Select an image that represents you.
GAME ON!

We are excited to bring the Klik smart badges and app to The Quirk’s Event. Using the smart badges and app, you can earn points by connecting with exhibitors and other attendees, attending sessions, giving session feedback and by posting on social media. The attendees that achieve a benchmark point total will automatically be entered into a drawing to win great prizes (gift cards, Alexa, portable charges, etc.). Download the Klik event app two weeks before the event to learn how to play and receive game rules.

Speak your mind

We want to hear from you! Look for the video kiosk, step up to the microphone and let us know how you feel. Answer one of several questions ranging from your favorite research methodology to how you got started in the industry. After the event, Quirk’s will compile a video of the responses giving you the chance to share your clip with friends and colleagues.

Let your MR worries melt away

Tiny budget? Too many projects? Let your troubles melt away, at least for a few minutes. Stop by and get a chair massage from a professional massage therapist.

Have your picture taken with a celebrity!

A loveable and famous American will be stopping by The Quirk’s Event for photo opportunities each morning. Don’t miss your chance to grab a selfie! Want to guess who it is? Here’s a hint: This loyal friend reluctantly solves the most difficult mysteries. His go-to mode of transportation is a van painted with psychedelic colors!
A FOODIE’S PARADISE

Whether you’re interested in high tea or a hip culinary experience, London has many food choices to offer. Restaurants in and around the O2 will provide you with options ranging from iconic fast-food chains to modern Asian cuisine.

OFF THE BEATEN PATH

Quirk’s has a few restaurant ideas for anyone interested in venturing beyond the O2.

Dan recommends: VEERASWAMY

London has been praised as having some of the best Indian food in the world. Opened in 1926, Veeraswamy is the oldest surviving Indian restaurant in the U.K. 99-101 Regent Street

Kari recommends: GODDARDS AT GREENWICH

Looking for traditional British comfort food? Goddards has been serving up pie and mash since 1890. An enthusiastic foodie, Kari convinced Steve to make the trek there when touring the event facilities in 2018. 22 King William Walk

Stewart recommends: DUCK AND WAFFLE

Located on the 40th floor of the Heron Tower, Duck and Waffle serves up great food and views of the London skyline. Reservations are recommended. 110 Bishopsgate | 0203 640 7310

GRAB AND GO CAFÉ

Grab and go sandwiches, snacks and beverages

MERIDIAN LOUNGE

Main level, Intercontinental at the O2

HOMEMADE PATISSERIE, FINE TEAS AND SPECIALTY COFFEES

STARBUCKS

The Avenue at O2

Coffee, beverages and pastries

ALL BAR ONE

The Avenue at O2

Every cocktail, every glass of wine and every meal is an opportunity to discover something new

ASK ITALIAN

The Avenue at O2

Delicious Italian food created from the finest Italian-sourced ingredients

BUSABA EATHAI

The Avenue at O2

Modern Thai eatery offering a single course eating experience

CABANA

The Avenue at O2

Award-winning home of Rio street food, skewers and cocktails

THE SLUG AND LETTUCE

The Avenue at O2

Restaurant and pub

GARFUNKEL’S

The Avenue at O2

One of London’s most iconic restaurant brands

PIZZA EXPRESS

The Avenue at O2

Handmade pizza with beer and wine

WASABI

The Avenue at O2

Modern Japanese cuisine

NANDO’S

The Avenue at O2

Portuguese cuisine, famous for their chicken

HARVESTER SALAD & GRILL

The Avenue at O2

Ribs, chicken and healthy option

BYRON – PROPER HAMBURGERS

The Avenue at O2

Hamburgers with beef from Scotland, cooked medium and served in a squishy bun

CLIPPER BAR

2nd level, Intercontinental at the O2

Guests can meet and unwind with our world-class cocktails, local food menu or a unique gin and tonic
YOU HAVE TWO MORE CHANCES TO ATTEND!

THE QUIRK'S EVENT
FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

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*Corporate researchers only. Other packages available.

YOU CAN'T MAKE IT TO LONDON?

THEQUIRKS.COM

CHOOSE THE DATE AND LOCATION THAT WORKS FOR YOU

TheQuirksEvent.com
If you’re heading to London for the very first time, we hope you plan to spend an extra day or two to take in the sights! London has something for everyone. Here are a few of our favorite spots.

**EXPLORING LONDON TOURISM**

For the history buff:  
**TOWER OF LONDON**

The Tower of London is a historic castle located on the north bank of the River Thames in central London. Officially Her Majesty’s Royal Palace and Fortress, the Tower is one of London’s most famous landmarks, historically a royal palace, political prison (where Anne Boleyn met her end), an arsenal and the current home of the crown jewels.

For the modernist:  
**TATE MODERN**

One of the largest museums of modern and contemporary art in the world, Tate Modern includes work by Picasso, Dali, Matisse and more. The museum is part of the Tate group and is located in the Bankside area of Southwark. Admission is free (with the exception of special exhibitions).

For the Potterhead:  
**PLATFORM 9¾**

If Warner Bros. Studio Tour London is already on your list, King’s Cross – the station Harry Potter uses to journey to Hogwarts – is a must-see. Visit Platform 9¾ in real life, in King’s Cross railway station. Head to the train station in your house colors and take a photo to commemorate your journey!

For the museum fanatic:  
**MUSEUM OF LONDON**

Learn the history of the U.K.’s capital city from prehistoric to modern times. Established in 1912 and currently located in the City of London on the London Wall, the Museum of London has a collection of more than 2 million objects and is a must-see.

For the nature-lover:  
**REGENT’S PARK**

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— Samuel Johnson
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Services for Market Research

- 12 proprietary access panels
- 2.2 million active panellists
- Interactive solutions
- Mobile solutions
- From sampling to full service
- Community recruitment
- Local project teams
- Digital Audience Solution
3Q Global

KIOSK E

3Q GLOBAL, a multi-service research firm, provides custom services in study design, data collection, data integration, text analytics, visualization dashboards and reporting. Our data collection methodologies, powered by Quick Test/Heakin and Discovery Research Group, include fieldwork, mall/hall interviewing, CATI/CAWI, IVR, online surveys and Web and social media research. 3Q GLOBAL's experience, service and quality is unmatched. Regardless of how big or how small your research projects are, 3Q GLOBAL is The Connection to All of Your Market Research Needs.

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ATP Canada Software and Services Ltd.

BOOTH 213

ASK International Market Research (ASKi)

BOOTH 213

ASK International Market Research (ASKi) GmbH, founded in 1953, is a provider of fieldwork and data services. We coordinate market research globally. All planning, organizing and fieldwork supervision is undertaken on-site by our own staff. We offer full-service expertise with study designs, custom tailored to fit your needs. Our strengths include extensive and diversified know-how, flexibility, promptness, superior client service, accurate data collection and a genuine interest in your questions. We look forward to your visit!

www.aski.de

Askia – Software for Surveys

BOOTH 508

At Askia – Software for Surveys, we have a passion for market research, which is why we’re dedicated to the MR industry. We are a team of geeks, researchers, product testers, statisticians, fanatical client support specialists, usability experts and quantitative research enthusiasts. With powerful yet easy-to-use products for CATI, CAWI, CAPI, mobile and multimode data collection, predictive dialing, online and offline data analysis as well as community management (MROCs), we believe that Askia has the most flexible market research software in the industry and the best technical team behind it.

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AYTM

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www.aytm.com

Brand Ignite

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We are the customer closeness agency dedicated to improving the fortunes of brands and businesses by putting the customer first, always. Our philosophy is fairly simple: involving your customers (or prospects) in your decision-making from the outset, increasing effectiveness and return. We believe in building brands on the foundations of insight: understanding consumers, their journeys and experiences, competitive landscapes, emerging trends and opportunity gaps. Our customer-led approach, tailored to each project, ensures that our strategic recommendations and delivery are always based on the people that matter most.

brandignite.co.uk

Breaking Blue Research

BOOTH 104

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www.breakingblueresearch.com

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www.ccmarketresearch.com

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www.carterjmrn.com

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www.civicommrs.com

Central Fieldwork
KIOSK W

Old, young, rich, poor, divided, diverse or inclusive. Dogmatic, conservative, liberal and radical. Metropolitan, urban, rural and regional. That’s Britain today. Forever thus. But here at Central, we’re united. United behind your brief. We’ll find you great people who represent the real views of Britain today. People you can rely on to tell clear, honest stories, making meat and drink of pulling out great insights.

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CRG Global
BOOTH 601

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Critical Mix

Critical Mix provides easy access to highly-targeted global survey respondents, survey programming and data visualization services for market research and consulting firms. Driven by a passion for simplifying data collection, the team at Critical Mix is personally invested in giving clients the ultimate customer service experience. Every project, no matter the size or type, is supported by a team of always-available, experienced market research practitioners who anticipate your needs and provide thoughtful customer care. Service options include a complete spectrum of high-quality data collection tools ranging from sample sources, survey programming and fielding, to report automation and data dashboards. Critical Mix is headquartered in Westport, Conn., and operates globally. Call us at 1-800-651-8240 or e-mail simplify@criticalmix.com.

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Dapresy

Dapresy provides a highly efficient and effective data reporting software for market research and customer experience management. The SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 25 countries utilize Dapresy Pro to clearly communicate complex data from markets, users and customers. Founded in 2003, Dapresy has a headquarters in Sweden with a North American headquarters in Portsmouth, N.H. In addition, the firm has several other client services offices around the globe.

dapresy.com

DataExpert

DataExpert – as the largest independent data processing company in Europe, we provide advanced operations support across all sectors of market research: survey programming, data processing, data visualization, custom IT development and support in big data projects. We can provide consulting expertise for all survey types across every specialist research sector. We thrive in successfully delivering complex and multi-country research programs as well as projects involving BI. While being software independent, DataExpert has considerable expertise in the following tools and industry-standard market research software platforms: Unicom Intelligence (formerly Dimensions); Nebu; Askia; Nipo; Confi rmit; Questback; Dapresy; Tableau; PowerBI; SPSS Statistics and Modeler; Merlin; Python; R; VBA; MS SQL.

www.dataexpert.hu

dataSpring

dataSpring is a leading Asian insights specialist offering one-stop solutions ensuring market researchers succeed. We provide high-quality online and mobile samples in Asia, survey software tools and data collection operations. Headquartered in Japan, we have offices around the world to serve our global clients. With our 24/7 operations hub in Manila, we’re uniquely able to manage projects around the clock and support our clients with each step of the research process. The company has offices in Los Angeles, Tokyo, Shanghai, Seoul, Singapore and Manila.

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EphMRA

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www.ephmra.org

E-Sense Translations

BOOTH 113

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The Ignite Collective is a group of women-owned companies brought together by the common goal of understanding new and interesting ways of conducting research, collecting data and generally creating a client- and participant-centric experience. Through our affiliation, we have a global reach. Combined with our

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Intellus Worldwide is the birth of two well-renowned industry associations coming together. Collectively, PBiRG (Pharmaceutical Business Intelligence & Research Group) and PMRG (Pharmaceutical Marketing Research Group) have over 100 years of experience in the health care marketing research industry. In January 2018, these two organizations joined together to form Intellus Worldwide, Your Association for Healthcare Insights and Analytics. Intellus Worldwide services global manufacturers and service providers representing organizations could contribute their experience and discuss the best ways to make insight make a difference. If you would like your organization to join us and help to define, develop and disseminate insight best practice, then please become a corporate member.

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KNect365
KNect365
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We think our name says a lot about us. We have always aimed to satisfy the world’s hunger for information with quality content, unique insight and expert speakers. Our customers now come to us for more than reliable data and informed opinion. Increasingly we provide the connections that help them continue to grow. That’s why our division of Informa is now called KNect365. KNect because we’re experts in connecting people to knowledge and networks, 365 because you can benefit from our services every single day.

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www.knowledge-navigators-research.com

KnowledgeHound
KnowledgeHound
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KnowledgeHound simplifies how companies organize and access consumer insights – we build a unified, searchable database for your market research data so your team can easily and efficiently locate the insights you need. Stunning visualization tools and powerful analytics make it easy to transform data and insights into effective business intelligence while secure, cloud-based technology lets your team share information across units, geographies and business partners for a broader impact.

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Leyhausen Research GmbH
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Lightspeed
Lightspeed
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At Lightspeed, we are on a mission to help clients discover truth through data and boldly challenge the status quo to find faster, more modern and creative ways of connecting brands and consumers. As the leading digital data collection specialist, we build richer profiles of millions of people across the globe and leverage our first-party panel relationships and patented Honesty Detector, along with our Programmatic Gravity Network, to deliver the “buy and why” insights that power today’s decisions. And our incredibly talented and award-winning survey design team can help you reach your target customer seamlessly. Headquartered in Warren, New Jersey, with offices around the globe, Lightspeed is part of Kantar, one of the world’s leading data, insight and consultancy companies. Learn more about us at www.lightspeedresearch.com.

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Linkfluence
Linkfluence
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Liveminds
Liveminds
KIOSK U

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Through our Sourcing and Sampling capabilities, you get access to 5.5 million global panelists with more than 2 billion data profiles. Utilizing our vast database, we help you build richer consumer profiles.

By engaging with consumers in meaningful ways, you’ll capture data on what they think, what content they see and what they do. Our Modern Survey Design techniques enable you to know more by asking the right questions in the right way.

Bring us your challenges and we’ll find answers through our Connected Data Solutions. From real-time survey integrations, to leveraging existing data sources, to media activation, we help you harness the power in your consumer data.
At Market Cube, our mantra is “we help you shine.” We specialize in the heavy lifting of data collection, reporting and programming. We created a custom platform that enables us to engage, manage and expand client lists and custom research panels. Our specialty is managing complex fielding to your requirements and specifications, regardless of primary or secondary research. By allowing Market Cube the privilege of managing your projects, you can spend more time focusing on the data and delivering trends and insights to your clients and stakeholders.

www.market-cube.com

MREF is a high profile, industry-wide initiative that involves researchers from every level of the marketing research industry across the globe. The foundation will use financial and human resources to provide the tools necessary to give children and youth access to quality education. MREF funds projects that promise to improve education worldwide and seek to unite researchers from around the world to help, whether through teaching, building a school, installing computer libraries or simply reading to children. With these efforts, MREF hopes to transform the lives of children through education.

mrgivesback.org

Netquest is the number one provider of opinion and digital behavior data in the market research sector in Latin America, Spain and Portugal. We count on more than 10 years of experience in creating representative panels of the population, being the only company capable of ensuring quality data through flexible and innovative fieldwork solutions. From online survey scripting/hosting and panel administration to viewing facility hiring and recruitment, our clients love working with our dedicated and knowledgeable team. Since 2001, MIS Group has become renowned for flexible turnaround and pricing structures, all while maintaining the quality of our survey scripting and panel of over 660,000 consumers in the U.K. and France. Join us at our stand to discover our unique Instant Insight solution for your quantitative project needs, alongside a taste of our lavishly modern viewing studios for your qualitative research!

en.misgroup.io

Netquest

At Mindlab, we go beyond what people say to determine how they really feel on an implicit/subconscious level. Using our online consumer research tools we can quantitatively test people around the globe quickly and cost-effectively. We have a unique set of tools to understand how people really feel on a gut level. Our decisions are heavily influenced by factors outside of our conscious awareness. If you want to understand the real drivers of consumer behavior you need to go beyond what people say. Our approach is fast, quantitative, truly innovative and proven to work.

themindlab.co.uk

At Mindfield, we provide innovative products and services to the marketing and sensory research fields. GENESYS includes random-digit dialing and listed

www.m-s-g.com

The Marketing Research Education Foundation (MREF)

MIS Group helps agencies uncover excellent insights through flexible and innovative fieldwork solutions. From online survey scripting/hosting and panel administration to viewing facility hiring and recruitment, our clients love working with our dedicated and knowledgeable team. Since 2001, MIS Group has become renowned for flexible turnaround and pricing structures, all while maintaining the quality of our survey scripting and panel of over 660,000 consumers in the U.K. and France. Join us at our stand to discover our unique Instant Insight solution for your quantitative project needs, alongside a taste of our lavishly modern viewing studios for your qualitative research!

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State Topography technology delivers passive, granular insights into viewer brain response to content of any kind—the only neuromarketing technology to be both commercially and scientifically validated. For our clients, Neuro-Insight uses the unique power of this technology to work throughout the creative process from concept to media placement and to prove the value of unique media situations and outlets.

neuro-insight.com

At Norstat, we use well-grounded research methods to collect reliable data about any desired topic or target group. This information helps you to make the right decisions and become better in what you do. We don’t confine ourselves to a specific method of data collection—we do whatever works best: scientifically proven, fair to the respondents and sustainable for the industry.
norstatgroup.com

OfficeReports provides analytical reporting add-ins for Microsoft Office that automate data visualization in Excel and PowerPoint. The OfficeReports Analytics menu in Excel imports raw data from SPSS, Excel and Triple-S and creates crosstabs with all the basic statistics you need. Directly in Excel. Updatable with new or other data. OfficeReports Link is a menu in PowerPoint that links the contents, fonts and background colors from Excel ranges to native PowerPoint tables, charts and shapes. Presenting your survey data as infographics in reports has never been easier!

www.officerreports.com

One Global is a U.K.-headquartered language services provider specializing in the market research sector. Our services include translation, localization, transcription and interpreting via a global network of specialist market research linguists, enabling us to offer round-the-clock support to our clients. Our dedicated project managers are able to tailor our services to the individual needs of our clients, providing consistency, flexibility, customized workflows and cost efficiencies along the way.

www.one-global.com

It’s not just data. It’s the people behind it. Your U.S.-based strategic research partner providing consistent protocols, accurate, timely and quality research services and insights. Our team of trusted professionals will support you across a wide range of methodologies and company-owned facilities. Our hands-on approach ensures the people who participate in your study are present, thoughtful and helpful. Our team builds connections every day that create long-term partnerships and that’s what makes the difference. Study design to analysis or just fieldwork/data collection. Your one-call partner for all research needs in the U.S. Contact us today! bids@opinionsltd.com

www.opinionsltd.com

P2Sample’s active member panel consists of 50+ million members worldwide. As one of the most sophisticated technology-driven sample providers in the industry, our strong aptitude for programmatic solutions allows us to fulfill your project needs efficiently and on budget. Unlike most companies, we don’t just deliver sample, we understand sample. We know what respondents want or don’t want, like and dislike, how they behave and what motivates them. We utilize proprietary sampling technology and provide sample in hard-to-get areas, including strong male, Hispanic/ethnic targets, Millennials/teens and multinational audiences.

try.p2sample.com

Panelbase is one of the U.K.’s most respected research panels and specializes in providing online sample, scripting and tabulation and concept testing services to research agencies, marketing agencies, PR agencies and other panels.

www.drg.global/divisions/panelbase

As a result of its recent acquisition of Nielsen’s TV Brand Effect (TVBE), Phoenix Marketing International is now one of the largest ad and brand research firms in the U.S. Phoenix MI helps clients improve their brand and communications, create and refine their products and services that they deliver and optimize the customer experience driven by those commitments. The needs of our clients direct what we do. We are technology and methodology agnostic. We recommend to our clients only those activities that will enable them to achieve their business goals. At Phoenix, Research is Reborn every day.

phoenixmi.com

Pollfish is an international market research provider offering access to the largest distributed audience of real consumer respondents in the world. Using a modern sampling methodology called organic sampling that merges mobile delivery, artificial intelligence and a massive audience network, Pollfish is able to narrowly target highly specific audience segments within their consumer network of over 550 million global respondents, spanning 160 countries and 24 languages, with lower fraud and faster completion rates than competitive survey solutions. Pollfish data has powered stories in almost every major news source in the U.S., including The New York Times, Washington Post, Fox News and Inc.

www.pollfish.com

Pop is a fully automated research platform designed to save time, money and deliver more useful results. By placing control of the research in the hands of the product, brand and ad development teams, Pop allows researchers and marketers to conduct concept testing, copy testing, brand and advertising tracking and custom research projects to your specs in 1/10th of the time and at 1/10th of the cost.

www.popresearch.com

ProdegeMR has reinvented the market research process by taking a respondent-first approach. Our diversified recruitment methods and world-class consumer engagement model comprised of over 50 million registered members fosters member retention and
All the benefits of automation, with seriously better quality.

www.p2sample.com/automation

We are using AI & machine learning and reducing fraud by another 66%.

www.p2sample.com/panel-sample

See our total panel count and the 90 day active count for any country.

www.p2sample.com/interactive-panel-counts
ongoing participation. This extends many benefits to our clients, allowing for delivery of recontact surveys, longitudinal studies, in-home use texts and ongoing research programs.

www.prodege.com

Protobrand Protobrand
BOOTH 313

Protobrand is a technology-powered market research and branding consultancy committed to advancing how the world uncovers human truths. Through our proprietary survey software, Meta4 Insight®, we rejuvenate traditional quantitative research with deep-seated System 1 (behavioral economics) insights. We work with leading global brands across industries to uncover decisive insights that propel brands to unparalleled success.

www.protobrand.com

Q&amp;Q Research Insights/ QQR
BOOTH 615

Q&amp;Q Research Insights is committed to being a premium provider of market research services and a national leader with quantitative and qualitative DNA and client-oriented solutions. Our corporate identity is characterized by identification and enthusiasm for what we do. This is what unites us and our staff around the nation: We are market researchers by passion. We are there for you and your projects, anywhere in India – that is what you can rely on. We will find the right solution for your research needs with regards to methods and content and use innovative and out-of-the-box solutions, techniques and technologies. Thus, we provide you with valid results and marketable findings – in this you can trust.

qqri.com

Quench Technology Ltd
BOOTH 413

At Quench Technology Ltd, we have been encoding deep tech and research domain expertise into powerful yet easy-to-use solutions for over 20 years. Our clients gain insights at the speed of their business so they can delight their customers, build a strong brand and control the key drivers of future growth. Speak to us if you want to apply agile and automated insights processes to keep up with ever-changing business needs and shorten research processes through automation without compromising on proven research methodologies.

www.quenchtec.com

Quest Mindshare
BOOTH 412

Established in 2003, Quest Mindshare has one of the most extensive and flexible groups of online panel assets in the industry. With a solution for almost every B2B and consumer need, Quest is global, with its greatest strengths in North America and Europe. Let us know what your hard-to-find audience is and we will either offer support through our diverse panel assets or recommend ways to get it done. With hundreds of studies running through operations daily, Quest’s primary goal is to continue to be a trusted source of quality and your reliable data collection partner.

www.questmindshare.com

Quirk’s Marketing Research Media
BOOTH 627

Quirk’s looks like a magazine and reads like a magazine. But it is much more. It is a place where the best, brightest and boldest in marketing research – clients and agencies alike – can exchange their best thinking. Everything we cover is designed to promote the use, value and understanding of marketing research and lead you to innovative insights. Quirk’s is written for – and read by – a global community of leaders in corporate marketing research departments. But the magazine is just the beginning. Quirk’s also produces live events; Webinars; e-newsletters; iPad, Android and Kindle Fire app; a LinkedIn Group; and the most visited and most comprehensive industry Web site. Free access at: www.quirks.com.

www.quirks.com

Rakuten Insight
Rakuten Insight
BOOTH 110

Rakuten Insight is the leader in online market research data collection across Asia. Our proprietary online panels currently cover 12 key Asian markets: Japan, China, Korea, India, Taiwan, Thailand, Hong Kong, Singapore, Malaysia, Indonesia, the Philippines and Vietnam. Since 1997, we are one of the first companies in Asia to offer various target types for online research, such as consumers, IT decision makers, B2B, finance, automotive, kids and teens, media, patients, physicians, travelers and many others. Using a consistent network of local offline partners, apart from online we can collect data in all of Asia via mixed methodologies, such as CATI, CAPI or CLT (central location testing) or we can directly conduct offline fieldwork – F2F, mall intercept, door-to-door, etc.

insight.rakuten.com

Reckner Associates Inc.
BOOTH 511

With more than 25 years of experience, Reckner is a trusted fieldwork and facility partner for your United States research. Our companies provide state-of-the-art testing facilities, Web site and weekly newsletter.https://www.youtube.com/channel/UCHQgcdbp-YEC3KueOl1zyAg?view_as=subscriber

www.researchamericainc.com
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www.phoenixmi.com
Research Now SSI is the world’s leading global provider of first-party consumer and professional data based on extensive, proprietary market research panels. Around this core asset of opted-in, managed data, the company has built innovative data services and solutions that bring the voice of the individual to the entire marketing spectrum, from research to marketing to advertising. Research Now SSI serves more than 5,800 market research agencies, media and advertising agencies, consulting and investment firms and health care and corporate customers in the Americas, Europe and Asia-Pacific. For more information about our range of data-driven offerings, go to www.researchnow.com.

www.researchnow.com

Rosetta Studio
KIOSK F

Rosetta Studio software automates the process of creating market research reports from tabular data. What makes it unique is that it can be used for both ad hoc and repetitive work. Our tagging language has enabled companies to cut thousands of hours from their reporting processes. Our new scripting option allows you to slash operational costs even further and improve quality on all of your projects. Rosetta Studio is constantly being enhanced and our support team can solve even the hardest of automation challenges. Now is the time to see for yourself what Rosetta Studio can do for you!

www.rosetta-intl.com

SellCheck
KIOSK R

SellCheck is a marketer-to-marketer tool that pre-qualifies shopper communication by using a combination of behavioral science and marketing expertise. Results in 48 hours, evaluations provide clear direction to improve creative to drive sales as well as a go/no-go-to-market recommendation. Over 700 brands, such as Procter & Gamble, Mondelez and Walgreens, enjoy the benefits of pre-qualifying their work before they go to market with SellCheck and have seen an average of over 30 percent sales increase versus original ads.

www.sellcheck.com

Sample Solutions
KIOSK P

Sample Solutions BV is the premier global provider of phone sample for survey research. We provide accurate and detailed telephone sample at the best price-to-quality ratio possible. This philosophy has led to more and more clients from the global research industry finding their way to Sample Solutions for their CATI sampling needs. Our services cover RDD sample, B2B sample, consumer sample, data services (validation and enrichment) and geocoding services, which we currently provide for more than 150 clients worldwide.

www.sample.solutions

SIS International
BOOTH 302

SIS International Research is a leading full-service market research and strategy research company, providing consumer, B2B, industrial, automotive and health care research. We conduct qualitative fieldwork, quantitative data collection, recruiting, multi-country research, market opportunity and entry research, strategy research, innovation and competitive analysis. Our global B2B and industrial research capabilities are extensive. Our coverage is nationwide U.S. and global, with key regional offices in New York, London, Paris and Shanghai. Our focus group and testing facility in Manhattan, NYC, is centrally-located and cost-efficient. SIS also provides focus group and testing facilities around the world.

www.sisinternational.com

SG Analytics Pvt. Ltd.
BOOTH 620

SG Analytics offers combined research and analytics services. We leverage vast experience across knowledge processing disciplines, including investment research, market research and analytics, along with innovative technologies to deliver high-end solutions to our global clients.

www.sganalytics.com

RONIN International
BOOTH 409

RONIN International is a leading data collection agency, conducting global online and telephone (CATI) research in 30 languages from our London research center. A pioneer in health care professional panels, global B2B and customer satisfaction studies, with over 20 years of experience delivering complex multi-country projects. RONIN continues to receive excellent client feedback for data quality and proactive project management in B2B, IT, customer satisfaction, stakeholder and health care professional studies. Services from questionnaire scripting and translation through to final data delivery.

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We unlock consumer truth to drive sustainable growth throughout the path-to-purchase. We do market research because we’re passionate about exploring the reasons why people behave the way they do across different cultures and markets. Consider us a sparring partner, matching our curiosity and expertise to your business environment. Proactive and pragmatic, we work hand-in-hand with all our clients to unlock the consumer truth and identify actionable opportunities. Over the years we’ve shaped our tools and methodologies, integrating leading-edge research technologies that get you closer to consumer truth. Our research approach puts you in the driving seat to actively shape key dimensions of the product experience and consumer decision-making process.

www.strategir.com

Toluna
BOOTH 407

A pioneer in the dynamic world of marketing research, data collection, reporting and visualization, Toluna brings together people and brands in the world’s largest social voting community. As a leading all-in-one global source for actionable insights, we help market researchers, insights professionals and companies anywhere in the world make clearer and better business decisions that drive better business results.

www.toluna-group.com

Vocal Views Ltd
BOOTH 613

Vocal Views Ltd is a London-based qualitative solutions agency. We offer research services to a diverse range of clients around the world, helping them make better decisions. We combine straightforward methodologies with innovative platforms that streamline traditional market research processes for greater efficiency. Whether projects need to be fielded in the U.K., the rest of Europe, the U.S. or Asia, Vocal Views Ltd is a reliable and suited partner for all multi-country research needs. Passionate about the way people live and think, we are proud to be dedicated to giving consumers a voice.

vocalviews.com

Trusted Talent
KIOSK O

Introducing a new market research recruiting hub. Finding the right talent has become more difficult for recruiters and more frustrating for talent. Industry expertise is crucial and technology can help, so we are announcing our new talent hub to make it easier for talent to find positions in our industry and for recruiters to find the most qualified candidates. The marketplace will give control to talent looking for positions and reduce the cost to hiring companies. Visit TrustedTalentMR.com to get started.

www.trustedtalentmr.com

Unified Incentives
KIOSK A

Unified Incentives was founded in 2012, with offices in Sydney and Taipei, Taiwan. Our flagship service GiftPay was initially developed as a solution to simplify the redemption process for rewards programs. As GiftPay enjoyed rapid growth, the range of services was expanded in response to industry feedback and client requests. Today, Unified Incentives has hundreds of clients in a wide range of industries, serving a variety of client needs including rewards redemption, sales promotions, employee rewards and recognition and much more.

www.unifiedincentives.com

Voxco
BOOTH 619

Voxco is a global leader in survey software. It provides survey organizations and insights departments with a powerful and flexible survey platform that includes options to collect and process respondent data any time and any place. By device-responsive online surveys, over-the-phone interviews (CATI, IVR and dialers) or face-to-face mobile offline surveys – any method can be used individually or as part of multimode projects. Founded over 25 years ago, Voxco provides products and services to hundreds of customers in over 30 countries. The company has sales and support offices in Canada, USA, France, U.K., Germany and Australia.

www.voxco.com

Voxpopme
BOOTH 502

Voxpopme is the world’s No.1 video insight platform, with an impressive global client list of brands and agencies. We help businesses and brands see the people behind the data to drive real customer-centric decision-making. Our unique technology lets clients capture customer videos at-speed, analyze at-scale and share with ease. With Voxpopme, every data point used to make decisions can be backed up by the real human story.

site.voxpopme.com

Watermelon
BOOTH 610

Watermelon, one of the fastest-growing research companies in the last five years, combines technology and consultancy to offer a variety of research solutions. We connect hundreds of global clients with their customers using dynamic platforms and surveys to help them create smarter, customer-centric businesses. Our key offerings include: customer experience programs; large-scale multimode studies and trackers, both in the U.K. and internationally, a full range of survey metrics and methodologies; bespoke real-time dashboards; insight analysis, including text analytics; a consultancy approach – on-board training and program development, qualitative recruitment, an in-house transcription team and more.

www.watermelonresearch.com

Women in Research (WiRe)
REGISTRATION HALL

Women in Research (WiRe) was founded in 2007 as an informal networking group, designed to introduce women to female colleagues in the Los Angeles research community. Today, we’re a global nonprofit with events that are hosted quarterly in cities around the globe. WiRe events facilitate networking, leadership, entrepreneurship and other career development goals. Our goal is to develop and accelerate what we want more of – more women as CEOs or in senior management positions, more women starting their own research firms, more women choosing research as a career path, more knowledge around how to get to that next level of your career, be it a raise, promotion or entrepreneurial venture. Register for our events and get more details at www.womeninresearch.org.

www.womeninresearch.org

YouthSight
BOOTH 604

Young people represent your organization’s future, make sure you’re not stuck in the past. YouthSight is a specialist, award-winning research agency and proud owners of the U.K.’s largest youth research panel. We help scores of brands, advertising agencies and over 90 of the U.K.’s top universities win over Millennials and Gen Z.

www.youthsight.com
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Insights on Demand Founding Member
GET TO KNOW THE QUIRK’S TEAM

The Quirk’s Event is run by a family-owned-and-operated business that has been dedicated to serving the marketing research industry since 1986. It is our mission to be the marketing research information source for those who conduct, coordinate and purchase research products and services – and what better way to do this than through an industry event!

The dedicated team that provides your go-to MR resources throughout the year is the same team that works the event floor. We create the best event experience possible by employing expert event managers, a tech-savvy attendee liaison, professional journalists and a dedicated sales staff.

Steve Quirk
President and Publisher
Steve began his full-time career at Quirk’s in 1994. As president, Steve oversees Quirk’s staff and all daily operations and ensures that Quirk’s is offering its audience the best marketing research content possible.

Dan Quirk
Vice President of Marketing and Product Development
Dan began his career at Quirk’s in 1993. His focus is on developing future strategies and engaging with industry end clients. At The Quirk’s Event, he rings the chimes.

Kari Rice
Event Manager
Kari has been The Quirk’s Event manager since its founding in 2015. She is responsible for the overall execution of the event. Kari has over 10 years of experience managing events and is a Certified Meeting Professional (CMP).

Katie Kulp
Speaker Liaison
Katie joined The Quirk’s Event team in 2017. This year she will be overseeing all event speakers and presentation rooms, ensuring it is a rewarding experience for them. Katie has organized and managed over 400 events in her career.

Ralene Miller
Audience Development and Tech Guru
Ralene joined Quirk’s as the directory editor in 2014. In addition to managing Quirk’s audience, she has provided expert technical support at The Quirk’s Event since its launch in 2015.

Tina Mincks
Senior Registration Manager
Tina has been with The Quirk’s Event since its inception. She is responsible for the entire registration process, from software setup to registration customer support and on-site execution.
Lance Streff
Account Executive
Lance joined Quirk’s in 2007 as a sales representative, selling advertisement space for the print publications, e-newsletters, Quirk’s Web site and The Quirk’s Events.

Emily Koenig Hapka
Digital Content Editor
Emily joined Quirk’s as the digital content editor in 2014. In addition to running Quirk’s e-newsletters and blogs, she develops and maintains Quirk’s social media presence.

Joe Rydholm
Editor
Joe has been editor of Quirk’s Marketing Research Review Magazine since 1988. He coordinates with industry experts to produce articles and Quirk’s Event sessions that are timely, practical and useful.

Stewart Tippler
Head of European Sales
Stewart joined Quirk’s in January 2018 after serving as the event manager of the Insight Show. In his role with Quirk’s, Stewart leads the company’s European market outreach.

Evan Tweed
Vice President of Sales
Evan began his career at Quirk’s in 1990. As VP of sales, he works with clients to optimize their presence in Quirk’s print publications, e-newsletters, Web site, The Quirk’s Events and more.

Ilana Benusa
Account Executive
Ilana is an account representative who works with her clients to ensure they get maximum visibility within the Quirk’s brands. She joined Quirk’s in 2014.

We’re here to HELP!

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