Don’t forget to
DOWNLOAD THE KLIK APP!
(see inside front cover for details)
We are excited to bring the Klik smart badges and app to the Quirk’s Event!

To get started please follow these steps in this exact order:

1. **Find the app e-mail** you should have received from support@klik.co. If you can’t find this e-mail, stop by the information booth.
2. **Set up your password and complete your profile** using the personalized link at the bottom of the e-mail and complete your profile. This is what you will share with your new contacts. Note: This e-mail contains a direct link to your personal Klik profile – do not share this link.
3. **Check the ‘Join Klik’s networking feature’** checkbox during setup to connect with fellow attendees in the app.
4. **Download the Klik event app** (available for Android and iOS platforms). Open the app and enter the e-mail and password you created in step two.
5. **Update your notification preferences.** Text and e-mail notifications are opted-in by default for all attendees at onset. You may change your text, e-mail and mobile notification preferences by visiting the “My Settings” section of your personal profile.

Once you’re done, you will be able to:

- See the Quirk’s Event program and build your own schedule.
- Browse speaker biographies.
- Browse participating exhibitors and their stand locations.
- Consolidate contacts and save notes about each connection.
- Check the venue’s live floor plan for your next activity.
- Get notifications for invites, upcoming sessions and general messages.
- Schedule meetings with your connections.
- Collect session presentations and exhibitor touchpoint documents.

All set? Then...

GAME ON!

See p.10 for all the details on winning prizes by networking with Klik!
Welcome to the Quirk’s Event Brooklyn! We are excited to have you here. If you are new to the event, you will quickly notice that it’s different from other research industry gatherings. To keep costs down and make things more inclusive, we’ve trimmed or downsized some standard conference features such as expensive keynote speakers and sit-down luncheons. But we haven’t de-emphasized the features you’ve told us matter most: education and networking.

The center of the event is the expo hall. With 110+ leading companies and associations from all facets of the industry, the expo hall is a great place to learn about all of the latest offerings. Make sure you explore the space, as exhibitors are delivering some great experiences (see inside for a list of them).

We also have 90+ educational sessions and more than 40 hours of learning! The sessions are just 30 minutes long to ensure that speakers keep their presentations targeted and concise and all speakers have agreed to the Q-Mandments – Quirk’s guidelines for presenting an educational and engaging session.

Lastly, the event is designed with networking opportunities in mind. The Quirk’s Event smart badge lets you exchange contact information with anyone at the conference with a simple click of the badge. The event app gives you important event information, lets you network with attendees and lets you customize your schedule and tracks your activities at the event. Breaks between sessions, along with an extended lunch break, allow time to connect with colleagues. Also, join us for Cocktails with Quirk’s in the expo hall on Tuesday evening for tasty appetizers and creative drinks.

As with all of our endeavors, we couldn’t have done it without the support of our sponsors, exhibitors and speakers. Their time and effort have made this event possible – so our thanks go out to them!

For 2021 our lineup of Quirk’s Events will feature the London event in late February at the InterContinental O2, a new and larger New York event location in Manhattan’s Hudson Yards neighborhood, and the Quirk’s Event Chicago in mid-April.

We want to make the Quirk’s Events a regular part of your ongoing efforts to learn and grow as insights professionals so please let me know how we can improve your experience.

Sincerely,

Steve Quirk
President, Quirk’s Media
SESSION SCHEDULE
TUESDAY, MARCH 3

8:00 - 8:45 REGISTRATION & EXPO HALL OPEN

ROOM 1
- Macro meets micro: Driving collaboration through market research
- Price is not everything: Transparency in client/vendor relationships
- Price is not everything: For a successful product

ROOM 2
- Be more than a forgotten footnote: Improving the activation of research and insights in your organization
- Mind modeling: The psychology of media engagement
- Mind modeling: Identifying Chevron’s distinctive attributes

ROOM 3
- The anatomy of a modern-day insights department
- Will the real behavioral research please stand up?
- Improving qualitative research through market research and UX

ROOM 4
- Segmenting at scale: Combining behavioral and attitudinal insights to win every occasion
- The Culinary Knowledge Graph
- Market research meets UX

ROOM 5
- Can you DIG it? Insights
- The Culinary Knowledge Graph
- Market research meets UX

8:45 - 9:15
- Working together: NPI's research and digital analytics teams build a survey dashboard
- Putting your customers first: How first-party data can help build direct customer relationships and long-term brand value
- The digital advantage: Leading change when status quo research is no longer an option

9:30 - 10:00
- The Quirk's Event: Brooklynn, Brooklyn
- The anatomy of a modern-day insights department
- Improving qualitative research through market research and UX

10:15 - 10:45
- Vendor relationships: Transparency in client/vendor relationships
- Will the real behavioral research please stand up?
- Improving qualitative research through market research and UX

10:45 - 11:00 CHOCOLATE FOR ONE, CHOCOLATE FOR ALL – TREAT COURTESY OF CURION AND MARS WIRGLEY

11:00 - 11:30
- The need for greater transparency in client/vendor relationships
- The digital advantage: Leading change when status quo research is no longer an option
- What responsibilities and opportunities do brands have in tackling the biggest threat the world faces? (1 hr 15 min session)

11:30 - 1:00 LIGHT FOOD FARE IN THE EXPO HALL OR LUNCH ON YOUR OWN

1:00 - 1:30
- Accelerating the innovation process from 21 weeks to 21 days with AI-powered prediction
- Ride the ripples or get soaked: How to capitalize on disruptive trends
- Hacking life shifts: What you need to know about language change

1:15 - 1:45
- Decoding signal vs. noise: How Microsoft uses proactive insights to stay ahead of the curve
- 7 steps for building a scalable DIY research program that influences business growth
- C-suite recruitment: Recipe for the “secret sauce”

2:15 - 2:30 CHOCOLATE FOR ONE, CHOCOLATE FOR ALL – TREAT COURTESY OF CURION AND MARS WIRGLEY

2:30 - 3:00
- Changing the subject
- Using hybrid methods to supercharge your qualitative research
- Share insights, go farther: Why great research is only halfway of the equation at Comcast

3:00 - 4:00
- One of the world's biggest brands, one rebellious research company, one audacious goal: PepsiCo and Zappi's journey to kickstart product innovation
- The surprising ways Gen Z and Millennials navigate our changing media
- Purpose, payment or pride? The new reality of saving, spending and saving speed

4:15 - 4:45
- Data analytics and storytelling — perfect together!
- Bad data is misinforming your market segmentation
- The digital advantage: Leading change when status quo research is no longer an option

5:00 - 5:30
- Market research meets UX research: Understanding the interaction between NPS and usability metrics
- Consumer insights make an impact
- Balancing depth with speed: How Anheuser-Busch is capturing rich qual insight in less than 24 hours

5:30 - 7:00 COCKTAILS WITH QUIRK’S IN THE EXPO HALL

7:30 - 10:00 MR MUSICAL JAM SESSION

Maximize your contacts with THE KLICK APP!
(see inside front cover for details)
# SESSION SCHEDULE

**WEDNESDAY, MARCH 4**

## 8:00 - 9:00

**REGISTRATION & EXPO HALL OPEN**

### Room 1

- **9:00 - 9:30**
  - Beyond customer journey-mapping: Understanding impact of touchpoints

### Room 2

- **9:00 - 9:30**
  - The power of System 1 thinking

### Room 3

- **9:00 - 9:30**
  - Macro and micro journey analysis: A smart approach to consumer journey research

### Room 4

- **9:00 - 9:30**
  - Stop, automate and listen: Demystifying report automation

### Room 5

- **9:00 - 9:30**
  - Sawtooth Software session

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## 9:00 - 10:15

### Room 1

- **9:45 - 10:15**
  - Blockchain and market research – applications and implications

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### Room 2

- **9:45 - 10:15**
  - Don’t or do: Reinventing market research

### Room 3

- **9:45 - 10:15**
  - Unearthing the unexpected: The power of machine learning

### Room 4

- **9:45 - 10:15**
  - Supercharging UK research with real-time, agile video

### Room 5

- **9:45 - 10:15**
  - Wake up, Teacher, and make yourself useful – It’s 2020

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### AGILE LAB

**10:15am**

- **How to transform the way you work to drive stronger, research-driven outcomes**
  
- Zappi
  
- IBM

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### AGILE LAB

**2:30pm**

- **The diversity-innovation connection**
  
- Zappi, Google, Forrester, Women in Research, Prudential Financial

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### AGILE LAB

**3:15pm**

- **How to make shift happen: Moving insights from reactive to proactive Zappi**

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### Room 1

- **3:15 - 3:45**
  - Successful cross-industry collaboration: Creating a health behavior change with digital tools

### Room 2

- **3:15 - 3:45**
  - Closing the experience gap: Digging your way up, engaging and retaining customers

### Room 3

- **3:15 - 3:45**
  - Spilling the tea on the next-gen: How to attract, engage and retain employees

### Room 4

- **3:15 - 3:45**
  - Making methodology recommendations in 2020: This ain’t Grandma’s research

### Room 5

- **3:15 - 3:45**
  - Men, power and purpose: A new definition of market research leadership

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### Room 1

- **4:45 - 5:15**
  - Partners not participants: Value exchange in user research

### Room 2

- **4:45 - 5:15**
  - Maximizing your creative thinking in the AI age

### Room 3

- **4:45 - 5:15**
  - Unlock the #1 valuable skill

### Room 4

- **4:45 - 5:15**
  - The impact of cultural codes on consumer behavior and brand relevance

### Room 5

- **4:45 - 5:15**
  - AI for automated insight generation

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### Room 1

- **5:15 - 6:15**
  - EXPO HALL HAPPY HOUR

### Room 2

- **5:15 - 6:15**
  - EXPERTS PANEL: How to make shift happen: Moving insights from reactive to proactive Zappi

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### Room 1

- **5:30 - 7:30**
  - IA GREATER NY CHAPTER CLOSING PARTY
SSID: TheQuirksEvent2020
Password: Quirks2020

Complimentary WI-FI is available!
GAME ON!

WIN PRIZES!

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 and giving session feedback.

How you can earn points:

- Complete your profile: 100 points
- Attend a session: 50 points
- Provide session feedback: 100 points
- Connect with an attendee: 50 points
- Connect with an exhibitor: 100 points
- Connect with an exhibitor’s touchpoint: 200 points
  (See sidebar for touchpoint locations)
- Connect with an MREF Pledge Sponsor: 400 points

What can I win?

1st place: $150 cash • 2nd place: $100 cash

All others that earn 2,500 points total will be entered into our event drawing for one of the following prizes:

- $100 Visa gift card | Adapt, Inc. (Kiosk Y)
- $100 Visa gift card | Focus Forward (Booth 408)
- $100 Amazon voucher | Panelbase (Kiosk T)
- $50 Amazon gift card | Russell Research (Booth 316)
- Noise canceling headphones | AYTM (Booth 206)
- A copy of Analytics for Customer Insights: A Non-Technical Introduction by Chuck Chakrapani | MRII/Univ. of GA (Kiosk AA)
- $25 Target gift card | Marketing Research Education Foundation (Registration Hall)
- A copy of Nation of Numbers by Dr. Paul Scipione (5) | Paramount Books (Registration Hall)
- $25 Starbucks gift card | Quirk’s Media (Quirk’s Info Booth)
- $25 Amazon gift card | Quirk’s Media (Quirk’s Info Booth)
- $20 Starbucks gift card | Quirk’s Media (Quirk’s Info Booth)
- $15 itunes gift card | Quirk’s Media (Quirk’s Info Booth)

Get in Touch at The Quirk’s Event

Want to gather information on exhibitors fast, without lugging around a bag full of paper, and help save a tree or two? Just click your smart badge! New this year, many exhibitors will have a Touchpoint at their stand. Simply click your smart badge next to the Touchpoint and information from the exhibitor will be put into your event app timeline for you to retrieve and follow-up with at a later time. As a bonus, you will receive 200 points toward the exhibit hall game! The following exhibitors have Touchpoints available:

- Luth Research Mobile Lounge
- Marketing Research Education Foundation (MREF) ............. Registration Hall
- Veylinx ........................................ Booth 3
- ittracks ........................................ Booth 103
- AYTM ............................................ Booth 206
- SKIM .............................................. Booth 209
- Bloomfire ....................................... Booth 302
- GMO Research .................................. Booth 407
- Quest Mindshare ................................ Booth 413
- quantilope ...................................... Booth 505
- The Quirks Awards ............................ Info Desk
- Paramount Books ......................... Registration Hall
- Crunch.io ........................................... Kiosk A
- L&E Research ................................. Kiosk O
- Ironwood Insights Group ............. Kiosk V
Help raise $20,000 to educate at-risk children

The Marketing Research Education Foundation (MREF) has teamed up with Quirk’s to raise money to help educate at-risk children. During the Quirk’s Event, the following exhibitors have pledged donations to the MREF and Quirk’s is matching each donation, dollar-for-dollar, up to $10,000. Our goal is to raise $20,000!

How you can help?
Please visit each of these exhibitors and click your badge with their MREF Pledge Drive Touchpoint. For every click a donation will be made to the MREF. For your part, you will receive 400 points toward the exhibit hall game and you will be helping an industry foundation!

Pledge Drive Supporters:
Empower Translate – Booth 104
Fieldwork – Booth 608
CMB (Chadwick Martin Bailey) – Booth 708
Precision Research Inc. – Booth 309
Rare Patient Voice, LLC – Booth 409
Quester – Booth 702
Schlesinger Group – Booth 207
Quest Mindshare – Booth 413
Adapt Inc. – Kiosk Y
Remesh – Booth 2
Kadence International – Booth 10
Askia – Booth 12
Telepoll Market Research – Booth 312
RTi Research – Booth 412
Explorer Research – Kiosk M

Wake up your brand
Visit Target Research Group at booth 615 and enter for a chance to win a Nespresso by De’Longhi

Claim your Quest piggy bank!
Drop by Booth 413 and take one of Quest Mindshare’s famous orange piggy banks home!

Win an Apple iPad
Stop by the Russell Research booth and enter for a chance to win an Apple iPad.
**STAND 203**

**Update Your Image**

How long has it been since you’ve updated your social media photo? Have a new, professional headshot 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!

**TUESDAY HOURS**
11:30 a.m. to 1:30 p.m.
4:30 p.m. to 6:30 p.m.

**WEDNESDAY HOURS**
12:00 p.m. to 1:30 p.m.
3:00 p.m. to 5:00 p.m.

Find your photo at thequirksevent.passgallery.com

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**Eat some delicious chocolate and be part of live crowd testing**

Come grab a chocolate treat and be a part of live crowd testing and see how you can impact it. Curion and Mars Wrigley will be handing out a Dove treat on Tuesday, March 3, between 10:45 a.m. - 11:00 a.m and 2:15 p.m. - 2:30 p.m. Instructions on the treat will ask you to leave feedback. Results will be revealed during the Curion/Mars Wrigley session on Wednesdays, March 4th at 10:30 a.m. How much enjoyment can an indulgent snack really bring when life gets in the way?

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**Sponsor the education of a Haitian child**

The Marketing Research Education Foundation (MREF) is supporting the graduating class of 2023 at The Joseph School in Haiti. The Joseph School was founded by market researcher Jim Bryson, and its mission is to create leaders for a brighter future for Haiti. Would you like to sponsor a child? There are four sponsorship levels:

- $50 provides food for a student for a month
- $150 provides curriculum books and a school uniform
- $300 pays a teacher’s salary for a month
- $500 supports a student for a year, including school supplies and books, his/her uniform, meals and transportation. Stop by our kiosk to learn more about the wonderful children of The Joseph School and the impact the MREF is making!
BOOTH 2

Fly away with Remesh
Stop by the Remesh stand to enter for a chance to win a Delta gift card worth $150!

BOOTH 302

Bloomfire Apple iPad giveaway!
Stop by the Bloomfire booth to meet the team and enter for a chance to win an Apple iPad.

BOOTH 316

Win an Amazon gift card
Stop by the Russell Research booth to enter to win one of three $50 Amazon gift cards.

REGISTRATION HALL

Quirk’s Event bookstore
Stop by Paramount Books Store and find the newest and best books covering marketing research and insights. From questionnaire design/writing to focus group moderating - you’ll be sure to find a book that matches your marketing research passion. Ship to home is available.

REGISTRATION HALL

Have your picture taken with a celebrity from out of this world!
A lovable and famous road warrior will be stopping by the Quirk’s Event from a galaxy far, far away for photo opportunities each morning. Don’t miss your chance to grab a selfie! Can you guess who it is?

BOOTH 413

Apple Air Pod giveaway!
Two lucky attendees will go home with a set of AirPods from Quest Mindshare! Swing by our exhibit space (Booth 413) and drop your business card for a chance to win!

BOOTH 707

Spice up your life with $100
The Olinger Group will be giving away some Louisiana spice mixes at their booth and you can enter for a chance to win a $100 Visa gift card.

REGISTRATION HALL

Quirk’s Event bookstore
Stop by Paramount Books Store and find the newest and best books covering marketing research and insights. From questionnaire design/writing to focus group moderating - you’ll be sure to find a book that matches your marketing research passion. Ship to home is available.
The Research Club Opening Party

Monday, March 2
7:00 p.m. to late
Kimono Rooftop Garden & Lounge

(Separate registration required - see the website for details.)

Join us on Monday, March 2 at the trendy Kimoto Rooftop Garden Lounge for the official “After Dark” networking mixer. The Kimoto Rooftop offers fabulous view across the city.

MR Musical Jam Session

Tuesday, March 3
7:30 p.m. to 10:00 p.m.
Luciano’s Brooklyn
(1 block north of the hotel)

Check out the MR Jam Session to hear talented MR musicians perform live! Quirk’s will be bringing together a talented collection of musicians in the market research industry to perform. The MR Jam Session is a great way to kick off the event!

Food and drink tickets provided courtesy of the MR Jam Session sponsors!

Expo Hall Celebration

Wednesday, March 4
5:15 p.m. to 5:45 p.m.
Marriott Brooklyn Bridge Expo Hall

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

Greater New York Chapter Closing Party

Wednesday, March 4
5:30 p.m. to 7:30 p.m.
Marriott Brooklyn Bridge Lobby Bar

Join the Insights Association Greater New York Chapter for an after Quirk’s Networking party. Have one last conversation with friends old and new before you head home. Light food fare provided, cash bar for drinks.
**FOOD OPTIONS**

**TUESDAY**

**MIDDAY BREAK • 11:30 a.m. - 1:00 p.m.**
- Mini Cheeseburgers • Bloomfire Booth 302
- Quinoa Kale Bites • Tango Card Booth 313
- Ciliegine Mozzarella & Sundried Tomato on Focaccia • Toluna Booth 402
- Beef Taquito & Short Rib & Stilton Crescent • Suzy Booth 502
- NY Jumbo Pretzels • Survey Monkey Booth 601
- Maui Shrimp Spring Roll & Macarons • Dynata Booth 602
- Beef Filet w/Boursin • Fuel Cycle Booth 612
- Lobster & Corn Spring Roll • Quester Booth 702
- Classic Mini Crab Cakes • Rakuten Insights Booth 712
- Mushroom Gouda Tart & Mini Cheesesteaks • Delvinia Booth 9

**AT THE SNACK STATION...**
- Hanisa grilled vegetable wrap, baby arugula hummus, artichoke spread (gluten free); Smoked paprika chicken breast, manchego cheese, piquillo peppers, baby spinach, garlic aioli on baguette; Roast beef, baby arugula, shaved asiago, oven roasted tomato, mushroom truffle aioli on potato onion bread; Truffle mini cups of mac & cheese & gf mini cups of mac & cheese; Salad shaker cups; Fruit cups

**AFTERNOON BREAK • 3:00 p.m. - 3:30 p.m.**
- Mini Black & White Cookies • Toluna Booth 402
- Ciliegine Mozzarella & Sundried Tomato on Focaccia • voxpopme Booth 406
- Short Rib & Stilton Crescent • Rti Market Research Booth 412
- Lobster & Corn Spring Roll • Market Cube Booth 513
- Mini Cannolis • Survey Monkey Booth 601
- Biscotti • Target Research Group Booth 615
- Brownie Bites • Phoenix Marketing Booth 704
- Chorizo-Stuffed Dates & Bacon • Remesh Booth 2
- Maui Shrimp Rolls • Cadence International Booth 10

**WEDNESDAY**

**MIDDAY BREAK • 11:45 a.m. - 1:00 p.m.**
- Mushroom Gouda Tart • Bloomfire Booth 302
- Quinoa Kale Bites • Tango Card Booth 313
- Smoked Chicken & Papaya • Toluna Booth 402
- Mini Cheesesteaks & Lobster & Corn Spring Roll • Suzy Booth 502
- Assorted Cookies • Survey Monkey Booth 601
- Beef Taquito & Macarons • Dynata Booth 602
- Housemade BBQ Chips • Fuel Cycle Booth 612
- Chorizo Stuffed Dates & Bacon • Quester Booth 702
- Mini Black & White Cookies • Rakuten Booth 712
- Classic Mini Crab Cakes & Mini Cheeseburgers • Delvinia Booth 9

**AT THE SNACK STATION...**
- Chicken & black bean taco salads – lettuce, tomatoes, avocado, cheddar, salsa, tortilla strips; Orzo pasta salad – tomatoes, olives, roasted peppers, pesto; Fruit cups; Roasted vegetable kabobs (small)

**AFTERNOON BREAK • 3:00 p.m. - 3:30 p.m.**
- Mini Cannolis • Toluna Booth 402
- Lobster & Corn Spring Roll • voxpopme Booth 406
- Classic Mini Crab Cakes • Market Cube Booth 513
- Mini Cupcakes • SurveyMonkey Booth 601
- Mini Black & White Cookies • Target Research Group Booth 615
- Flourless Cake Bites • Phoenix Marketing Booth 704

**CONVENIENT EATS**

- **Rocco’s Tacos**
  339 Adams Street

- **Potbelly Sandwich Shop**
  345 Adams Street

- **Panera Bread**
  345 Adams Street

- **La Defense Bistro**
  2 MetroTech Center

- **Starbucks**
  348 Fulton Street
  6 MetroTech Center

- **Dunkin Donuts**
  387 Jay Street

- **Chipotle**
  1 MetroTech Center

- **Five Guys**
  2 MetroTech Center

- **Shake Shack**
  409 Fulton Street

- **Subway**
  391 Jay Street

- **Luciano’s**
  15 MetroTech Center

- **Cafe Metro**
  15 MetroTech Center

- **Burger King**
  417-21 Fulton Street

- **Hale and Hearty Soups**
  2 MetroTech Center

- **Au Bon Pain**
  70 Myrtle Avenue
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Savanta

Tango
d Test

Savanta

Tango
d Test

Pulse

Zappi

EVENT PARTNERS

SAVE THE DATES! THE QUIRK’S EVENTS 2021

LONDON
February 23-24, 2021

NEW YORK
March 15-16, 2021

CHICAGO
April 14-15, 2021