The Quirk's Event
FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

AT-A-GLANCE

Don't forget to
DOWNLOAD THE KLIK APP!
(see inside front cover for details)

TheQuirksEvent.com

LONDON
FEBRUARY 11-12, 2020

LEGACY SPONSOR

PLATINUM SPONSOR
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.

**DOWNLOAD THE EVENT APP**

network | manage contacts | get content | receive helpful notifications

All set? Then...

**GAME ON!**

See p.15 for all the details on winning prizes by networking with Klik!
Welcome to the Quirk’s Event London! 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 workshops 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, FEBRUARY 11

8:30 - 9:45  REGISTRATION & EXPO HALL OPEN

9:45 - 10:15  BUILDING, POSITIONING AND LAUNCHING INSIGHT-LED PROPOSITIONS FOR SMEs

10:30 - 11:00  BECOME A BRAND PEOPLE CRAVE

11:15 - 11:45  LIVE LENS: GETTING CLOSER TO CONSUMERS – ESOMAR YOUNG RESEARCHER OF THE YEAR AWARD WINNERS – ESOMAR CURATED SESSION

12:00 - 12:30  KANTAR PORT OFFICE: THE JOURNEY TO CUSTOMER CIVILITY

12:30 - 1:15  LIGHT FOOD FARE IN THE EXPO HALL OR LUNCH ON YOUR OWN

12:45 - 1:15  VOPXPOMPME VISIONARY STAGE > HOW KING, THE MAKERS OF CANDY CRUSH, ARE DEVELOPING A CONSUMER-CENTRIC RESEARCH STRATEGY

1:30 - 2:00  BLACK BRITISH CULTURE

2:15 - 2:45  TRENDS THAT SHAPED TOMORROW (IPOD MOR)

3:00 - 3:30  BEYOND NPS: DRIVING A BUSINESS FORWARD WITH PRACTICAL TANGIBLE INSIGHTS – AURA CURATED SESSION

3:30 - 4:00  EXPO HALL BREAK (SNACKS IN THE EXPO HALL)

4:00 - 4:30  OMNICHANNEL CAMPAIGNS: WHICH ONE IS THE MOST PROFITABLE?

4:45 - 5:15  HOW LUCID'S API HELPED CDN DEVICES RESEARCH DOUBLE ITS QUARTERLY PROGRAMMATIC REVENUE

5:30 - 6:00  THE LENSES THROUGH WHOSE EYES DO WE SEE THE WORLD – QRCA CURATED SESSION

6:00 - 7:30  COCKTAILS WITH QUIRK’S IN THE EXPO HALL (SEE P. 15 FOR DETAILS)

7:00 - 11:45  THE RESEARCH CLUB PARTY (SEPARATE REGISTRATION REQUIRED)

EXPO HALL SNACKS

MID-DAY BREAK • 12:30 p.m. - 1:30 p.m.

Plain all-butter, raisin and orange scones • Confirmit | Stand 613

Mini Cheeseburgers • ProdegeMR | Stand 300

Crispy Halloumi Sticks w/Lemon Dip, Citrus Marinated Salmon Bowl, Szechuan Pork Belly Bowl | Dynata | Stand 400

Red Thai Curry Chicken Skewer with Peanut and Coconut Dip, Mushroom Tortellini Bowl | Market Cube | Stand 310

Avocado Mousse w/Parmesan on Mediterranean Bread | Research Services | Stand 500

PepsiCo’s journey to consumer insights – AURA curated session | PepsiCo | Stand 200

Apricot Crumble Tart, Smoked Chicken with Chili and pineapple salad | Kantar | Stand 600

Roast Beef Horseradish and Yorkshire Pudding | Cit | Stand 608

Italian Style Antipasti Skewer | Emotional Logic | Stand 620

Mini Beef Sliders w/smoked applewood cheese & BBQ Relish | Phoenix Marketing | Stand 650

Red Wine Braised Beef Cheek Bowl, Mushroom Arancini w/saftron sauce | Toluna | Stand 304

At the snack station...

Chicken Caesar with baby gem on a spinach wrap, Cheddar cheese and red onion marmalade on a sun dried tomato baguette, Mini Fruit Salads in Cups, Mini Crudités Cups, Leek and apple bangers w/ciliconn, Mini British Cottage Pie

AFTERNOON BREAK • 3:30 p.m. - 4:00 p.m.

Mini Beef Tournedos on crostini | Market Cube | Stand 310

Earl Grey & Orange Madeline | Zappi | Stand 200

Bottled Water | ProdegeMR | Stand 300

Crispy Halloumi w/lemon dip | Research Services | Stand 500

Prosecco | Blind | Stand 415

Cherry & Chocolate Delice | Trinity McQueen | Stand 106

Classic Malbec Wine, 2018 Gavi di Gavi, Filo with feta, basil & red onion | Lucid | Stand 213

Mini Cupcakes | Snack Station

CONVENIENT EATS

Meridian Lounge

Ground floor; Intersnacked at the O2

Clipper Bar

1st floor; Intersnacked at the O2

Express, Wasabi, Nando’s, Chiquito, and Lettuce, Garfunkel’s, Pizza Express, Wasabi, Nando’s, Chiquito, Five Guys Burgers

Maximize your contacts with THE KLIK APP!

(see inside front cover for details)
SESSION SCHEDULE
WEDNESDAY, FEBRUARY 12

9:00 - 9:30 VOXPOPME VISIONARY STAGE > The future of insights is digital: How can you get there?

10:15 - 10:45

The privacy paradox

11:45 - 12:15

The new market research methodology fit for the age of uncertainty

12:30 - 1:00 VOXPOPME VISIONARY STAGE > Bringing audiences closer: Overcoming geographical barriers through video feedback

1:15 - 1:45

Counterintuitive thinking: Reframing research baseline assumptions

12:30 - 1:00 VOXPOPME VISIONARY STAGE > Don’t know what you know? It could be costing you

3:15 - 3:45

EXPO HALL BREAK (SNACKS IN THE EXPO HALL)

3:15 - 3:45 VOXPOPME VISIONARY STAGE > Don’t know what you know? It could be costing you

5:00 - 5:30

Is your insight team in any position to drive change?

5:30 - 6:00 CLOSING CELEBRATION IN THE EXPO HALL

EXPO HALL SNACKS

MID-DAY BREAK • 12:15 p.m. - 1:15 p.m.

Baby croque-monsieur • Zeppi | Stand 200

Duck Pancake • ProdigyMR | Stand 300

Spanish Chorizo and Chicken Skewer, Butterflied Coconut King Prawns w/sweet chilli • Toluna | Stand 304

Smoked Chicken w/chilli and pineapple salsa seeded crisp, Gressingham Duck Confit w/stewed red cabbage and orange bowl • Market Cube | Stand 310

Mini Cheeseburger, Massaman Chicken Curry Bowl, Tortilla Cup w/mushroom strogonoff • Dynata | Stand 400

Butterflied Prawns w/sweet chilli, ginger noodles • Research Services | Stand 500

Crispy Haloumi Sticks w/lemon dip • Remesh | Stand 504

Red Wine Braised Beef Cheeks, Mango Lime Panna Cotta • Kantar | Stand 600

Moroccan Marinated Chicken on Naan • Cint | Stand 608

Plain all-butter, raisin and orange scones • Confirmit | Stand 613

Italian Style Antipasti Skewer, bottled water, assorted sodas • Vision Critical | Stand 632

Iberico Ham Croquettes with aioli • Phoenix Marketing | Stand 633

AT THE SNACK STATION...

Turkey and cranberry mayonnaise whole wheat baguette, Chef’s choice Vegetarian Sandwich, Mini Tropical Fruit Salads in Cups, Mini Mixed Leaves w/Dressing, Crispy porkies crusted chicken bits with jasmine rice and ketu curry sauce, Vegetable Samosas Lincolnshire sausages with colcannon

AFTERNOON BREAK • 3:15 p.m. - 3:45 p.m.

Selection of Homemade Cakes • Trinity McQueen | Stand 106

Raspberry Frangipan Tart • Zeppi | Stand 200

Prosecco • Zeppi | Stand 200

Yorksire pudding with medium rare beef medallion and horseradish • Market Cube | Stand 310

Chocolate Chip Cookies/Bagged Crisps • Snack Station

CONVENIENT EATS

Meridian Lounge | Ground Floor, International at the O2

Clipper Bar | 1st Floor, International at the O2

Just outside at The Avenue at O2:

Starbucks, All Bar One, Wagamama, Busaba Eathai, Cabana, The Slug and Lettuce, Garfunkel’s, Pizza Express, Wasabi, Nando’s, Chiquito, Five Guys Burgers
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. The following exhibitors have Touchpoints available:

- Confirmit .................. Stand 613
- Crunch.io .................. Kiosk A
- Dapresy .................... Stand 621
- DataDiggers ............... Stand 115
- Digital Taxonomy ......... Stand 506
- Dynata ..................... Stand 400
- E-Tabs ..................... Stand 414
- EyeSee ..................... Stand 628
- GlobaLexicon ............. Stand 502
- Head Shots ................ Stand 203
- Ironwood Insights ....... Stand 634
- Kadence .................... Stand 623
- MIS Group .................. Stand 212
- ProdegeMR ................. Stand 300
- Q One Tech ................. Stand 211
- Quirk's .................... Stand 204
- Reckner .................... Stand 511
- SKIM ....................... Stand 403
- TranscriptionWing ....... Kiosk O
- Vocal Views ............... Stand 503

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

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

Get a Sweet Treat at Respondi
Stop by the respondi stand where they will be offering macaroons.
STAND 403

See the Magic of SKIM
Stop by the SKIM stand to see the tricks and illusions of magician Stephen James. While at our stand learn what SKIM can do for you!

STAND 620

Brand Love is in the Air
It’s Valentine’s week and Emotional Logic is spreading the brand love. Stop by our stand and pick up love hearts sweets and take the interactive brand love quiz to find out how research can help you make more consumers fall in love with your brand.

STAND 504

Take Flight with Remesh
Stop by the Remesh stand to enter for a chance to win a Flight gift card worth $150 USD, which can be used as a cash voucher for over 300 airlines worldwide!

STAND 621

Win with Dapresy
Stop the Dapresy Stand (621) for your chance to win a free six-month subscription to Dapresy’s Essential plan (three winners).

STAND 623

Spin the Wheel of Fortune
Come spin our fortune wheel and answer a quiz question at stand 623! You will then get the chance to enter a drawing in order to win amazing prizes! From Japanese whiskey to American bourbon or a bottle of French champagne! Three winners a day! Prize draw every day at 4:30 p.m. at our stand.

STAND 622

Let Your MR Worries Melt Away
Tiny budget? Too many projects? Let your troubles melt away, at least for a few minutes. Stop by the Relaxation Station (sponsored by Quirk’s) and get a chair massage from a professional massage therapist.
**STAND 634**

**Learn Some New Yo-Yo Tricks**
Stop by Ironwood Insights Group to learn about their services. While you're there, grab a fun yo-yo or a notepad and pen.

**STAND 410**

**You Are a Work of Art**
Panelbase will be joined by the amazing caricatursit Jon-Paul McCarthy, who will be delighted to capture your fun side! He’ll be with us on both days, so feel free to drop by and get your own personalized work of art (and possibly one of the best takeaways from this year’s event).

**STAND 414**

**Unlock the Vault**
Test your reactions and take on The Vault at the E-Tab's stand! Progress through each level and time it right, if you do you beat the game!

**BALLROOM FOYER**

**Have Your Picture Taken With a Celebrity!**
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 624**

**Have a Half at The OnePoll Arms**
Come along down for a swift half at The OnePoll Arms (from 2:00 p.m onwards) – we’re more trustworthy than your local. Quant/qual, online/face-to-face, omnibus/bespoke, single/multi-country are all on the menu, so pop down to Booth 624 for a chat on how we can activate and amplify your insights.

**BOOTH 600**

**Get Energized with a Nespresso**
Stop by the Kantar stand and have a Nespresso.
Roll the Dice! But Not On Your Research!
Big Dice and Bigger Prizes: Come by and say hi to us at Stand 504. Play our interactive game and stand a chance to win some amazing prizes! Roll the dice with us and learn about how Remesh can make sure you don’t leave your insights to chance!

Give to a Charity Close to Your Heart
Instead of handing out swag that’ll likely collect dust, Dapresy decided to donate £500 to the charity of one lucky winner’s choice. Stop by their stand (621) to enter the drawing.

The Quirk’s Event Animal Hunt
Back by popular demand is the Quirk’s Event zoo competition! The E-Tabs animals are on the loose at Quirks London! Simply find all four animal tokens (which are dotted around the conference venue as well as a couple in your conference bag) and win an E-Tab prizes – it’s that simple!

Sustainability from ProdegeMR
Stop by the ProdegeMR stand and learn about their services. While there, enter to win some great swag: A S’well water bottle and a Pura Vida bracelet.

Pedal Your Way to Health with iResearch Services
Stop by the iResearch Services stand and jump on the Urban Smoothie Bike for some great exercise and a delicious smoothie!
Tuesday, February 11
6:00 p.m. to 7:30 p.m.
InterContinental O2 Expo Hall

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. Free drinks and appetizers will be provided.

Stop by one of these stands to enjoy a cocktail:

- **CSS Dirty Martini**
  - Stand 309
- **Champagne with Confirmit**
  - Stand 613
- **Corona Beer**
  - Stand 500
- **Old Fashioned**
  - (Bourbon, bitters, sugar, orange garnish)
  - Stand 310
- **Crowd Pleaser**
  - (London Cup, grenadine syrup, lemon juice, soda, orange slice)
  - Stand 300
- **Spitfire Kentish Ale**
  - Stand 412
- **Toluna Twenty-tini**
  - (Absolut, cranberry juice, orange juice, lime juice, sugar syrup, lime slice)
  - Stand 304
- **Ginity McQueen**
  - (Gin, lemon, sugar syrup, elderflower cordial, soda)
  - Stand 106
- **The Visionary Cocktail**
  - (Absolut, passion fruit juice, lychee syrup, lime juice, lime slice)
  - Stand 632

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**EVENT CLOSING**

Tuesday, February 11
7:00 p.m. to late
All Bar One O2

*(Separate registration required.)*

After dinner, join other attendees for an 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. Separate registration for the the party is required – Visit The Research Club to register.

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**OPENING NIGHT**

Tuesday, February 11
6:00 p.m. to 7:30 p.m.
InterContinental O2 Expo Hall

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  - (Absolut, passion fruit juice, lychee syrup, lime juice, lime slice)
  - Stand 632

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**Closing Celebration**

Wednesday, February 12
5:30 p.m. to 6:00 p.m.
InterContinental O2 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.

FIND UP-TO-DATE INFORMATION ON ALL THE SPECIAL EVENTS AT TheQuirksEvent.com
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 pg.10 for touchpoint locations)

**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:

- $200 Amazon Gift Card | Forza Insight (Kiosk G)
- Echo Dot | Blue Yonder (Kiosk B)
- Box of Chocolate from Hotel Chocolat | i-view London (Stand 408)
- Bottle of champagne | Dapresy (Stand 621)
- $100 Amazon voucher | Panelbase (Stand 410)
- £50 Amazon gift card | Bilendi (Stand 415)
- A5 Notebook (5) | Emotional Logic (Stand 620)
- £20 Starbucks gift card (3) | Quirk’s Media (Stand 204)
- £25 Amazon gift card (2) | Quirk’s Media (Stand 204)
- £15 Amazon gift card | Quirk’s Media (Stand 204)
THANK YOU SPONSORS!

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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