THURS. SCHEDULE

8:00 AM - 8:40 AM REGISTRATION & EXPO HALL OPEN

8:30 AM - 9:15 AM MORNING BREAK/BREAKFAST SPONSORED BY PULSAR

9:15 AM - 9:45 AM Present to: Reactive insights. Cement your seat at the table. Mumbai Research

3:00 PM - 3:30 PM Product development in real-time. How to create meaningful consumer conversations that will fast-track decision making.

5:00 PM - 5:30 PM Market research is an omelet, not a cookie! How to use research to drive fast business decisions.

6:00 PM - 6:30 PM A-list authors: Supercharging quant-qual with behavioral science.

6:30 PM - 7:30 PM COCKTAILS WITH QUIRK’S IN THE EXPO HALL

7:30 PM - 8:30 PM MR JAM SESSION AT STITCHES BLUES BAR

WEDS. SCHEDULE

8:00 AM - 8:40 AM REGISTRATION & EXPO HALL OPEN

8:30 AM - 9:15 AM MORNING BREAK/BREAKFAST SPONSORED BY EMPOWER

9:15 AM - 9:45 AM Proactive vs. Reactive insights.

3:00 PM - 3:30 PM Utilizing Design Thinking to Identify Opportunities.

5:00 PM - 5:30 PM Market research is an omelet, not a cookie! How to use research to drive fast business decisions.

6:00 PM - 6:30 PM COCKTAILS WITH QUIRK’S IN THE EXPO HALL

7:30 PM - 8:30 PM MR JAM SESSION AT STITCHES BLUES BAR

8:00 AM - 8:30 AM INSIGHTS INNOVATION & THE POWER OF DATA: BUILDING THE NEXT-GENERATION CULTURALLY-INCLUSIVE MARKETING PLAN

8:30 AM - 9:15 AM A TIME TO CONNECT: AROUND THE TABLE

9:15 AM - 9:45 AM RECORDED: HOW TO IDENTIFY OPPORTUNITIES USING THE FUTURE OF THE RETAIL EXPERIENCE: THE FUTURE OF THE SHOOPPER JOURNEY TO INCREASE RELEVANCE

10:00 AM - 10:30 AM RECORDED: THE NEW CONSUMER: 10 TRENDS IN THE SHOPPER JOURNEY TO INCREASE RELEVANCE

3:00 PM - 3:30 PM RECORDED: HOW TO USE RESEARCH TO DRIVE FAST BUSINESS DECISIONS

5:00 PM - 5:30 PM RECORDED: MARKET RESEARCH IS AN OMELET, NOT A COOKIE! HOW TO USE RESEARCH TO DRIVE FAST BUSINESS DECISIONS

6:00 PM - 6:30 PM RECORDED: COCKTAILS WITH QUIRK’S IN THE EXPO HALL

7:30 PM - 8:30 PM RECORDED: MR JAM SESSION AT STITCHES BLUES BAR
8:00 AM - 4:30 PM | REGISTRATION & EXPO HALL OPEN

8:30 AM - 9:15 AM | MORNING BREAK/BREAKFAST SPONSORED BY EMPower

9:15 AM - 9:45 AM | Room 1
Research really works Mutual of America
Winning in the Research Technology Era Frito-Lay
Taking automated sampling to the next level: How Kroger leveraged insightful automation to drive kuga reporting efficiencies D Taba, Kroger
How to convince the C-suite that a spend is a business investment Siemens

9:45 AM - 10:15 AM | Room 2
Leveraging technical data to drive consumer insights Wunderman
Customer engagement: Europe’s top insights firms and how they’re shaping the future Conjoint.ly
Beyond buzzwords: Where’s the value in qualitative research? BeyondInscape

10:15 AM - 10:45 AM | Room 3
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

10:45 AM - 11:15 AM | Room 4
Preparing for the next generation of research: Lessons from the past and present Imperium
Influencing the omnichannel journey to increase sales: What marketers need to know to drive brand awareness and purchase decisions FuelCycle & Healthfirst
What’s next for CRM and digital marketing: Remodeling the customer journey for a data-driven future: Empowering the industry Collective

11:15 AM - 12:00 PM | Room 5
Looking beyond traditional consumer insights with a focus on sustainability MedSurvey
How to access actionable and top-quality insights in hours CareerBuilder

12:00 PM - 1:00 PM | LUNCH BREAK (LIGHT FOOD FARE IN THE EXPO HALL)

1:00 PM - 1:30 PM | Room 1
Mental health: The new consumer’s reality with special focus on communities of color Jamaican Ponds & E,O, Co.
How to use research to drive business decisions: A deep dive into the state of consumer health and the future of virtual reality Redshelf

1:30 PM - 2:00 PM | Room 2
CMO Roundtable: The future of research in the next generation of Personalization Digital Experience

2:00 PM - 2:30 PM | Room 3
Grading the next generation of research: Lessons from the past and present Imperium
Preparing for the next generation of research: Lessons from the past and present Imperium

2:30 PM - 3:00 PM | Room 4
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

3:00 PM - 3:30 PM | Room 5
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

3:30 PM - 4:00 PM | Room 1
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

4:00 PM - 4:30 PM | Room 2
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

4:30 PM - 5:00 PM | Room 3
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

5:00 PM - 5:30 PM | Room 4
How to outperform as consumers continue to embrace digital advertising agencies for the next generation of research MarketCast
The future of research in the next generation of Personalization Digital Experience

5:30 PM - 6:30 PM | COCKTAILS WITH QUIRK’S IN THE EXPO HALL

6:30 PM - 7:30 PM | MR JAM SESSION AT STITCH BLUE BARS