

MON. SCHEDULE



8:00 AM - 5:00 PM REGISTRATION AND EXPO HALL OPEN
 8:15 AM - 9:00 AM CONTINENTAL BREAKFAST IN THE EXPO HALL

Room 1 **Room 2** **Room 3** **Room 4**

9:00 am - 9:30 am

5 strategies to achieve feasibility and high-quality respondents Rep Data, Mintel	Beyond the data: Influencing with intuition and storytelling Tyson Foods	How stigma is defining the new normal Y2S Consulting	Best shopper recession strategy: Raise prices or decrease volume? EyeSee
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9:45 am - 10:15 am

How social data is powering Conagra's consumer insights Black Swan Data, Conagra Brands	Roots of the problem: How empathy helped unlock the untold story of the African American beer market Olson Zaltman, Molson Coors Beverage Company	The consumer at an inflection point: Health is wealth, and food is medicine Toluna, Coefficient Capital	Bubbling to the top: Getting a taste for consumer shopping behaviors to develop data-backed pack strategies Numerator, Mark Anthony Brands Inc.
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10:30 am - 11:00 am

It's magical! How Kantar leverages report automation for faster, more efficient and more accurate project reporting Kantar, E-Tabs	The 42 secrets of successful corporate insight teams Insight Management Academy (IMA)	Innovate. Validate. Repeat. The importance of connected research with e.l.f. Beauty Suzy, e.l.f. Beauty	From insight to impact: The era of connected insights Zappi
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11:15 am - 11:45 am

How Panera Bread is using the principles of R.E.D. marketing to rethink marketing strategy Dig Insights, Panera Bread	Business insights that save lives: Choice modeling with first responders to drive innovation with Bullard OvationMR, Bullard	How Kraft Heinz used behavioral science to explore the meaning of 'enhanced' taste Protobrand, KraftHeinz	Why we are comfortable with store-brand paper towels but not laundry detergent: GroupSolver and PWC dive deep into customer attitudes toward private-label brands GroupSolver
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12:00 pm - 12:30 pm

Snacking made right: How Mondelez uncovers new occasions and needs for snacking success GfK, Mondelez International	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Innovative Research Technologies, Quest Mindshare	Let me explain black, again (new presentation!) The Hunter-Miller Group	A splash of flavor in product testing excites new developments in beverages Curion, The Kraft Heinz Company
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12:30 PM - 1:30 PM LUNCH IN THE EXPO HALL

Room 1 **Room 2** **Room 3** **Room 4**

1:30 pm - 2:00 pm

The quest for quality: Benefits of behaviorally targeted sampling 84.51	Leveraging consumer narratives to build a targeted portfolio strategy Quester, PepsiCo	How to meet the changing needs of a new generation of customers Compeer Financial	Want your brand to capture their hearts? Identify and address buyers' emotional needs Beall Research
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2:15 pm - 2:45 pm

UScellular, on a mission to find US UScellular	Taking a trip through text analytics: Exploring data from surprising sources Relative Insight	A new world disorder: Opportunity in a polycrisis Ipsos	Collaborative partnerships lead to stronger actionable insights C+R Research, Kellogg Company
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3:00 pm - 3:30 pm

Leveraging activity-based methods to discover your brand's Aha! moments Aha! Insights Technology	Feeling the pressure: Consumer spending in permacrisis GWI (GlobalWebIndex)	From insights to action: How Kraft Heinz transforms tracking data into real-world strategies meeting the needs of the evolving cream cheese consumer quantilope, The Kraft Heinz Company	Protocepting: Turning great ideas into great product Johnsonville
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3:30 PM - 4:00 PM AFTERNOON SNACK BREAK IN THE EXPO HALL

4:00 pm - 4:30 pm

"Trust the strategy, optimize the execution:" How we leverage neuroscience to drive stronger ROI for your ads NielsenIQ BASES, Molson Coors Beverage Company	Making the magic happen: How to create the ultimate agile 360 segmentation to drive engagement and growth Forsta, CMI Research	Career development in a changing market research industry: A global study by MR UGA of market research professionals about their profession and how it is impacting work and career prospects Univ. of Georgia/MR	Influencing and owning the most valuable moment in marketing with Kraft Heinz: The transaction Behaviorally, Kraft Heinz
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4:45 pm - 5:15 pm

Rising costs and shrinking wallets: How shoppers are tackling inflation Voxpopme	Purdue global: Building a higher education brand for working adults Purdue University	Patient communities: A case study about the realities of this approach MarketVision Research, Ferring Pharmaceuticals	Leveraging employee narratives to build a better loyalty program McDonald's
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5:15 PM - 6:30 PM COCKTAILS WITH QUIRK'S IN THE EXPO HALL

8:30 PM - 10:30 PM MR JAM SESSION AT LIZZIE MCNEILL'S (NEXT TO HOTEL ON THE RIVERFRONT)

TUES. SCHEDULE



8:00 AM - 5:00 PM REGISTRATION AND EXPO HALL OPEN

8:15 AM - 9:00 AM CONTINENTAL BREAKFAST IN THE EXPO HALL

Room 1 Room 2 Room 3 Room 4

9:00 am - 9:30 am

How to develop an insight leader's playbook Insight Management Academy (IMA)	How much automation is good enough: Striking the right balance between technology and human touch in B2B research Jasper Colin	Defending the Customer During Economic Uncertainty: 5 best practices for getting and securing buy-in for CX investments Ipsos	Contextual intelligence: Guiding business success by reframing business challenges and perceptions of people FaderFocus
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9:45 am - 10:15 am

Beyond surveys: Leveraging online communities for business growth Fuel Cycle, T-Mobile	Delivering the goods: How enterprise orgs use ResearchOps for better insights First Insights	The critical role of insights in achieving sustainability: A panel discussion InsightsNow Inc., Nestlé, PepsiCo, Insights Association, The Center for Food Integrity	Something to chew on: How Mars is going beyond consumer-centricity to better understand human behavior Voxpopme, Mars
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10:30 am - 11:00 am

Welcome to research 2.0 : AI-Powered research platforms Entropik	The audience-first approach to achieving and measuring impact Pulsar	Bogey to birdie: The positive impact of COVID-19 on the changing golf industry OvationMR, Pellucid Corp	Innovating for the sustainably-minded consumer: Insights from food shoppers aytm
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11:15 am - 11:45 am

Evolving insights agility through people, process and partners GutCheck, The Clorox Company	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Innovative Research Technologies, Quest Mindshare	Right time, Right approach = Right for the business Ulta Beauty	Uncovering the truth: Mental health and the combined power of narrative inquiry and strategic sample blending EMI Research Solutions, BrandTrust
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12:00 pm - 12:30 pm

Leveraging AI to assess voice of customer insights from unstructured online customer reviews Statista Q	AI for insights is a game changer Market Logic Software	Busting organizational myths: What works, what doesn't and how to avoid myths in the future Ferrara Candy Company, 8th Day	Transformative tech: How Kent Pet is leveraging technology to bring actionable insights to their organization SightX, Kent Pet Group
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12:30 PM - 1:30 PM LUNCH IN THE EXPO HALL

Room 1 Room 2 Room 3 Room 4

1:30 pm - 2:00 pm

Community 2.0: How Diageo, Samsung, Dell, John Deere and Brunswick are modernizing their insight communities through mobile chat-based research techniques Reach3 Insights	Inspiring stakeholders to take action: Leveraging storytelling and empathy to drive results Ignite 360	America's most wanted: Addressing current challenges in market research data collection Zeldis Research Associates	How Kraft Heinz decoded the fragmented grocery e-commerce channel The Kraft Heinz Company
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2:15 pm - 2:45 pm

The art and science of consumer centricity Stravito	Top 3 insights into insights: Ask the right questions before, during and after an analysis Walgreens	The emotional lives of kids and families: Navigating uncertainty into the next normal Paramount	The scary side of excellence: What if your brand's medical messaging was accidentally scaring people away? Cannonball Agency
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3:00 pm - 3:30 pm

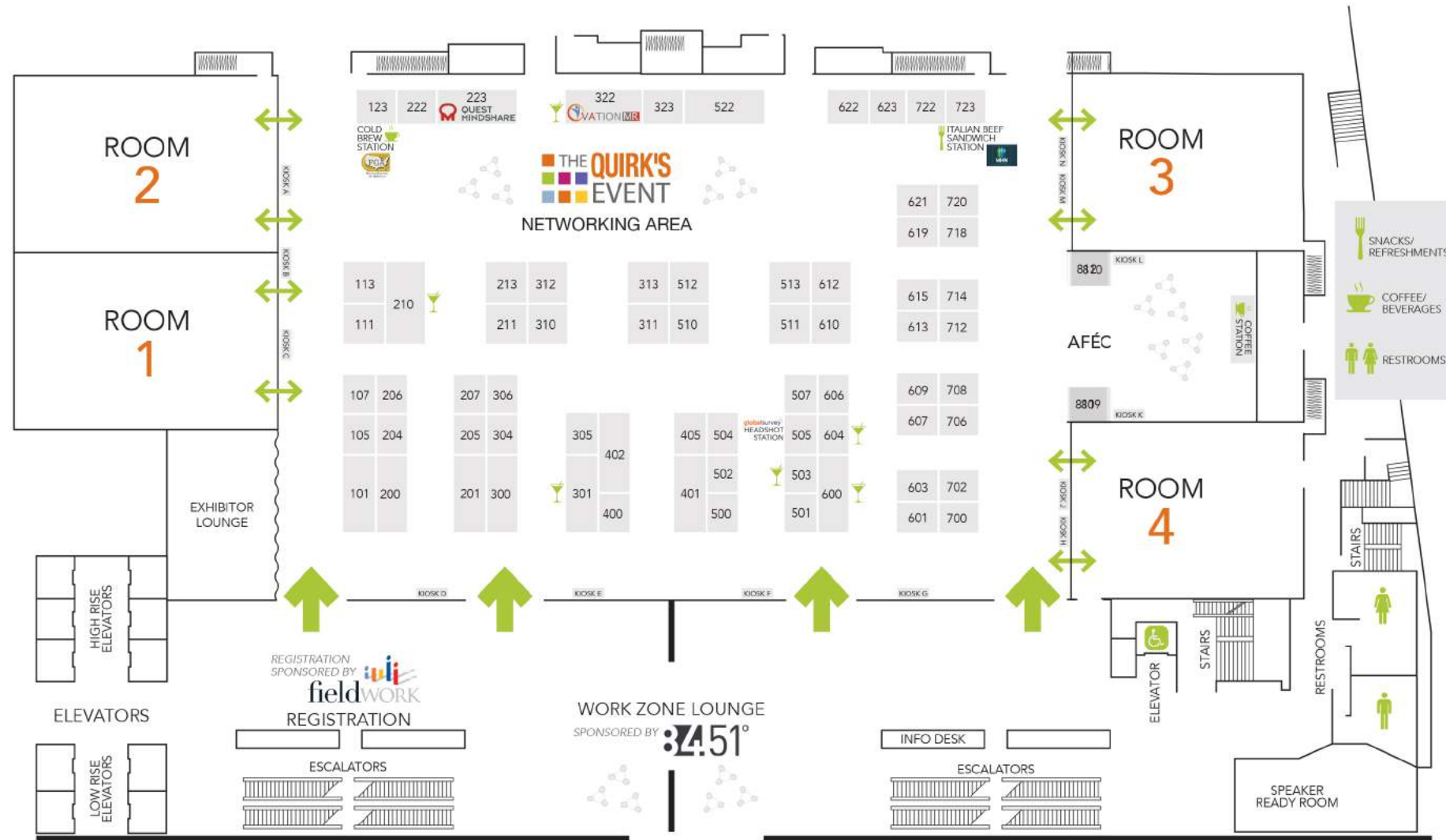
The payoff of making delight intentional: First ever rigorous study Customer Care Measurement & Consulting	Defeating fraudsters: One client's solution to the survey data quality crisis Wilton Brands	What moderating now means in a world of influencers The Social Question, QRCA Session Sponsor	Should the MRX industry regulate itself or be regulated by the government? Dominican University
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3:45 pm - 4:15 pm

So you've gone to the client side Tovala	How yoga principles can breathe life into data: 10 simple steps for deeper insights with heart	The evolving role of research in the digital product lifecycle: A case study with a Global health care provider Nertery	How market researchers can save the day by becoming decision scientists Cloverpop
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4:15 PM - 5:15 PM HAPPY HOUR IN THE EXPO HALL

THE QUIRK'S EVENT



BOOTH COMPANY

Kiosk M	1Q Research
Kiosk A	ADAPT, Inc.
621	Aha! Insights Technology
400	aytm
601	Behaviorally
512	Black Swan Data
720	C&C Market Research
507	C+R Research
Kiosk L	Crunch.io
210	Curion
700	DIG Insights
312	Empower Translate (Global) Ltd.
622	Entropik
Kiosk K	ESOMAR
607	E-Tabs
708	EyeSee
206	Fieldwork
105	Finch Brands
123	Focus Group America
Kiosk F	Focus Insite
213	Forsta
Kiosk G	FRC (Hong Kong) Ltd
610	Fuel Cycle
Kiosk D	Full Circle Research

BOOTH COMPANY

301	GfK Custom Research
222	Global Lingo
503	Global Survey
Kiosk N	GOLD RESEARCH INC
513	GroupSolver
810	GWl
505	Headshot Photography Booth
304	Insight Management Academy (IMA)
204	Insights Association
612	insightsNow
522	Ipsos-Insight, LLC
619	Jasper Colin Research
205	Knit
201	Market Expertise
809	Market Logic Software Inc
101	Marketing Research and Insight Excellence Awards
603	Marketing Research Education Foundation (MREF)
615	MarketVision Research
606	Mintel
Kiosk B	Multilingual Connections
722	Murray Hill National
501	NIQ BASES
504	Numerator
604	Olson Zaltman

BOOTH COMPANY

306	Opinions LTD
322	OvationMR
401	Paramount Books
405	Protobrand
313	PRS IN VIVO
511	Pulsar
211	QualSights
200	quantilope
223	Quest Mindshare
702	Quester
811	Quilt AI
812	Quirk's Media
500	AwardsReach3 Insights
Kiosk C	Readex Research
113	Recollective
502	Reconnaissance Market Research (ReconMR)
310	Relative Insight
107	Relaxation Station
510	Rep Data
207	Research Defender
613	SightX
706	Smith Hanley Associates
712	Statista Inc.

BOOTH COMPANY

111	Stravito
300	Suzy
623	Tango
609	Telepoll Market Research
600	Toluna
714	Tremendous
Kiosk E	Trusted Talent
Kiosk H	University of Georgia MRll
323	Verasight
311	Voxpopme
402	Informed Decisions Group
305	Marketing Systems Group
718	Zappi
Kiosk J	Zeldis Research Associate, Inc

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