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THE
ANNUAL
CONFERENCE

In association with



A festival of ideas,
innovation and inspiration

THE PARK PLAZA
RIVERBANK
LONDON 23/24.03.10
www.research-live.com/research2010

A festival of ideas,
 innovation and inspiration

Welcome

Research 2010 will provide research professionals with inspiration, ideas and innovative thinking. Last year we celebrated research's creative and commercial muscle. In 2010 this landmark event will build on that success and continue to put leading-edge thinking, expertise and debate centre stage.

We have a strong line-up of papers on best practice, exciting debates that tackle some of today's most contentious issues and stimulating formats to challenge and inform. If you are hungry for cutting-edge techniques, bold thinking and practical advice, you'll find something to satisfy.

We look forward to seeing you and your colleagues for what promises to be an exciting and thought-provoking event.



KEYNOTE SPEAKERS



Karla Gowlett

ARMANDO IANNUCCI

The first keynote speaker at Research 2010 is the writer, director and producer behind some of the most critically acclaimed TV and radio comedies: *On the Hour*, *The Day Today*, *Alan Partridge*, *Time Trumpet* and most recently *The Thick of It*. Armando recently made his directorial film debut with *In The Loop*. In 2006 he was appointed Visiting Professor of Broadcast Media at the University of Oxford and in the same year was a subject of *The South Bank Show*. At Research 2010 Armando will discuss the creative process and public disengagement with government, institutions and corporates, as well as audience expectations in the changing media landscape and, of course, comedy.

JAMES WOULDHUYSEN

Day Two features a keynote from James Woudhuysen, Professor of Forecasting and Innovation at De Montfort University in Leicester, an adviser to corporations and governments on the future of technology. Originally head of research at the design practice Fitch, James then led IT consulting at The Henley Centre for Forecasting and managed worldwide market intelligence for Philips. On the conference platform James will look at the ABCs of Forecasting and show how future trends can inform decisions on strategy, research and development, innovation, marketing and design.



PROGRAMME HIGHLIGHTS



BEHAVIOUR CHANGE
Chair: Fiona Wood
COI

There is an increasing interest in embedding behaviour change theory more deeply in the development and delivery of communications. This session explores the challenges for research from the perspective of leading figures from across the communications community.



BIG BRAND CO-CREATION
Chair: Dr Nick Coates
Promise

Co-creation is fast becoming an essential feature of the client toolkit. Come and hear first-hand how Nivea, Coca-Cola and Discovery have been using co-creation approaches to innovate, collaborate and explore new avenues for insight generation.



THE FUTURE OF MARKET RESEARCH
Chair: Rita Clifton
Interbrand

In the new world of blog mining, wiki, open source clouds, where online is rapidly becoming the dominant channel, this session will explore the biggest threats and opportunities for the market research industry.



THE COMMUNICATIONS BREAKDOWN
Chair: Tim Phillips
Talk Normal

It doesn't matter what you've learned if you're not a good sharer. Talk Normal's Tim Phillips chairs a session on the problems of reporting, presentations that drive clients crazy, and the unconventional ways two agencies have found to tell their stories more convincingly.



WHAT MR CAN LEARN FROM...
Chair: Mark Earls
Herd Consulting

Darwin's evolutionary big idea isn't just applicable to biology. Any system of dynamic change can be understood using the same approach. Mark Earls meets an archaeologist, an anthropologist and a biologist to explore how evolutionary ideas are being applied to human culture and social phenomena.



NEW TECHNOLOGIES
Chair: Robert Bain
Research Magazine

In this session, Robert Bain looks at how technology can provide a fuller picture of consumer behaviour, and a discussion of how researchers can apply techniques such as neuroscience, eye-tracking and video observation alongside more traditional methods.

IDEAS RUSH



Nominated for Best Contribution to Conference in 2009, this high-energy ideas and insights showcase returns

to the stage for another year. This fast-paced session, hosted by Ray Poynter of The Future Place, welcomes a series of speakers to present, in five minutes, with the aid of just one slide each. The session will challenge and shock in equal measure.

QUESTION TIME



BBC Hardtalk's host Stephen Sackur chairs a debate that will touch upon burning issues in the

research business. Panel members will be made up of membership organisation chiefs, research entrepreneurs and research buyers and users. We will take delegate questions in advance and you will have the chance to put your point across on the day.

BIG THINKERS



This light-hearted session, hosted by Marc Brenner of *Research*, will look at the fictional and historical characters

who have had the most impact on the shape of research. Invited guests will fight the case for their chosen thinkers and the audience will vote on a winner. By the end of the session you can be sure there will be a new star in the research firmament.

RESEARCH DRAGONS' DEN

Up-and-coming and established researchers pitch their research companies of the future to entrepreneurial research and business minds. This engaging session encourages cutting-edge ideas, discussion and the chance for young researchers to present alone or in a team.



Day 1 programme 23.03.10

8.00 REGISTRATION AND REFRESHMENTS

9.10 WELCOME FROM THE CHAIRS

Simon Lidington, Chief Exchanger, Insight Exchange
Dr Nick Coates, Research Director, Promise

9.30 KEYNOTE INTERVIEW

Keynote **Armando Iannucci**, producer and writer
Interviewer **Marc Brenner**, Editor, *Research Magazine*

Marc Brenner of *Research* in conversation with the mind behind *The Thick of It* and Alan Partridge about the creative process, public disengagement with government and institutions and corporates, as well as audience expectations in the changing media landscape.

10.20 NETWORKING BREAK

11.00 COMMUNITY POWER

Chair **Simon Lidington**, Chief Exchanger, Insight Exchange
Paper **The culture of sharing**
Tom Ewing, Social Media Knowledge Leader, Kantar Operations
Paper **Sex, lies and chocolate: How communities can change the way you think about innovation for good**
Doron Meyassed, Managing Director, Promise Communities
Panel **Mike Hall**, Partner, Verve
Darren Cornish, Director of Customer Experience, Axa

BETTER WAYS OF LISTENING

Chair **Michelle Harrison**, CEO, TNS-BMRB
Paper **Walking on a tightrope – changing the way we do research**
Neil Samson, Consultant, Opinion Leader
Jane Breeze, Research Consultant Manager, COI
Paper **Place, perspective and personhood: Ethnography and the need for complexity in social research**
Johanna Shapira, Director, Head of Ethnography, Ipsos MORI
Paper **New media research: User-generated social media**
Douglas Dunn, Managing Director, Tuned In Research
Debi Bester, Creative Director, Proximity London

11.50 BREAK

12.00 COMMUNICATIONS AND BEHAVIOUR CHANGE

Chair **Fiona Wood**, Director of Research, COI
Panel **Mark Francas**, Global Deputy Head, TNS Political & Social
John Poorta, Strategic Planner and Vice Chairman, Leo Burnett
Nick Southgate, Behavioural Economics Consultant, IPA
Kate Waters, Planning Partner, Partners Andrews Aldridge

AD RESEARCH: ARE EMOTIONS CONTAGIOUS?

Chair **Dan O'Donoghue**, Worldwide Strategic Planning Director, Publicis
Paper **Contagion: making sense of a new marketing epidemic**
David Penn, Managing Director, Conquest Research
Paper **Predicting effectiveness and efficiency in advertising: How emotions are essential for maximum ROI**
Orlando Wood, Innovation Director, BrainJuicer
Paper **Digital content effectiveness evaluation**
Juliet Strachan, Partner, HPI
Julia Hutchison, Chief Operating Officer, APA

12.50 NETWORKING LUNCH

14.00 IDEAS RUSH

Host **Ray Poynter**, Managing Director, The Future Place
Audrey Anand, Owner, Listengroup
Richard Shaw, Research & Development, Virtual Surveys
Annelies Verhaeghe, Senior Consultant ForwaR&D lab, InSites Consulting
Agnes Naim, Affiliate Professor in Marketing, EM-Lyon Business School

INNOVATION INTERVIEW

Guest **Reon Brand**, Senior Manager: Research, Innovation and Development, Philips Design
Interviewer **Simon Lidington**, Chief Exchanger, Insight Exchange
Simon finds out how Philips embeds the use of foresight, trend analysis and people research into its culture and working practices. Together they discuss balancing brand-directed and consumer-driven innovation, as well as the key dimensions of successful innovation.

RESEARCH HOTHOUSE

Complete the conference experience with some hothouse learning in our zone dedicated to workshops, training and interactive presentations. Whether you are an accomplished researcher or on your way up, you'll receive the best delivery from experts in their field and will leave with something tangible, as well as knowing the next steps to take in developing yourself further. Join us. It's a step in the right direction.

10.50 – 11.50 TRAINING

INFLUENCE AND IMPACT

Danny Wain, Founder, Daniel Wain Consulting

If you want your voice heard, how loud will you shout? Alternatively, use this session to understand how 'knowing me, knowing you' and the emotional elements of business can lead to personal and organisational success. Research is a people business, so learn how world class influencers can help you.

12.00 – 13.00 WORKSHOP

EMPOWERING YOUNG PEOPLE

Becky Seale, Consultant, Opinion Leader

This powerful workshop will be created and delivered with young people from Edge Learners Forum. Join Becky to learn how to trust young people to run the show and how to allow the creativity of young people to push the boundaries of research. Attendees will receive practical advice about working with young people and see their common perceptions smashed.

Early bird deadline 15 January 2010

14.30 BREAK

14.40 RESEARCH UNLIMITED: NEW TECHNOLOGIES FOR A MORE COMPLETE VIEW OF THE RESPONDENT

Chair Robert Bain, Features Editor, *Research Magazine*

Paper The real lives of others: 'Lifelogging' and its application to qualitative methodology
Bob Cook, Board Director, Firefish

Paper Bioshopping: Revolutionising shopper insight
Ian Addie, Lead Consultant, Nunwood
Dr David Lewis-Hodgson (neuropsychologist), Chairman and Director of Research, Mindlab International

Paper Brains, babies and bathwater
Graham Page, Executive Vice President, Global Solutions, Millward Brown

Panel Steve Phillips, Chief Happiness Officer, Spring Research

LOOK WHO'S TALKING: UNDERSTANDING RESPONDENTS

Chair Richard Young, freelance journalist

Paper Engage or give up the ghost?
Martin Oxley, Managing Director, Buzzback Europe

Paper Engaging young people online: Hype, empowerment and control
Claudio Pires Franco, Research Manager, Digital Media & Innovation, Dubit
Professor Shakuntala Banaji, Research Officer, Civicweb; Youth and Media Lecturer, University of London

Paper Engaging business decision-makers online: What do they love and hate about online market research?
Mark Walton, SVP international Operations, e-Rewards

15.30 NETWORKING BREAK

16.10 QUESTION TIME

Host Stephen Sackur, journalist, BBC World

BBC HardTalk's host Stephen Sackur chairs a debate that will touch upon burning issues in the research business. Panel members will be made up of membership organisation chiefs, research entrepreneurs and research buyers and users. We will take delegate questions in advance and you'll also have the chance to put your point across on the day.

17.00 BIG THINKERS

Host Marc Brenner, Editor, *Research Magazine*

Speakers will fight the case for the chosen fictional and historical characters that have had the most impact on the shape of research and the audience will vote on a winner. By the end of the session you can be sure there will be a new star in the research firmament.

Speakers Barbie Clarke, Managing Director, Family Kids and Youth; Pete Comley, Chairman, Virtual Surveys; Nicola Millard, Customer Experience Futurologist, BT Global Services; David Smith, Director, DVL Smith; Nick Southgate, Behavioural Economics Consultant, IPA; Mark Speed, Joint Managing Director, IFF Research; Danny Wain, Founder, Daniel Wain Consulting



All conference attendees are invited to join Illuminas, sponsors of the official Research 2010 party from 6pm on 23 March, for an entertaining evening at one of London's most dynamic venues. Located opposite The Old Vic, the Brasserie is one of the South Bank's finest restaurants, perfect for a night out networking and relaxing after a long day at conference. Come and experience the excitement of a Casino evening and enjoy delicious food, flowing drink and dancing until late.



VENUE AND ACCOMMODATION

Park Plaza Riverbank, 18 Albert Embankment, London SE1 7TJ
This contemporary venue offers state-of-the-art conferencing facilities – as well as stunning views of the river, the Houses of Parliament and the London Eye. We have arranged a discounted rate for Research 2010 delegates of £165 bed and breakfast + VAT per night. If you'd like to take advantage of this rate please contact hotel reservations on 0207 958 8000, option 1 and quote 'Research2010'.
www.parkplaza.com

13.30 – 14.30 INTERACTIVE PRESENTATION

THE TRANSITION FROM RESEARCHER TO MANAGER TO LEADER TO... BEING HAPPY

Paul Vittles, Director and Executive Coach, TNS Australia

Learn more about making the classic transition from researcher to manager to leader, usually with little help from your employer. Paul will add a new twist: the realisation that the top of the ladder is not always what was expected and the new goal – to be happy.

14.40-15.40 TRAINING

HOW TO THINK CREATIVELY

Caroline Pakel-Dunlop, Founder, To The Heart

If you like the thought of an ideas rush and innovation is what you desperately need, then this session is for you. Thinking creatively starts with identifying your own creative style and looking at the make-up of a creative mindset. Learn some tricks to overcome the barriers to creative effectiveness.

Day 2 programme 24.03.10

8.00 REGISTRATION AND REFRESHMENTS

9.10 WELCOME FROM THE CHAIRS

Simon Lidington, Chief Exchanger, The Insight Exchange
Dr Nick Coates, Research Director, Promise Corporation

9.30 BIG BRANDS AND CO-CREATION

Chair **Dr Nick Coates**, Research Director, Promise

Paper **Coca-Cola GB: Co-creating teen insights**
Philip McNaughton, Research Director, Face
Beth Corte Real, Senior Planner – Strategic Planning and Insight, Coca-Cola GB and Ireland

Paper **Successful consumer co-creation at Beiersdorf: The case of Nivea body care**
Volker Bilgram, Project Manager, HYVE AG
Dr Stefan Biel, R&D Manager, Beiersdorf AG

Paper **Socialising insight to drive corporate collaboration**
Brendan Bolger, Senior researcher, Sense Worldwide
Claire O'Connor, Director, EMEA Research, Insights, Innovation, Discovery Communications Europe

SEMiotics, LANGUAGE AND CULTURE

Chair **Rachel Lawes**, Principal, Lawes Consulting

Paper **Enchantment: Using semiotics to understand the magic of branding**
Nick Gadsby, Associate Director, Lawes Consulting

Paper **Inside Language: Telltale words, family stories and how to spot totem poles**
Rosie Campbell, Director, Campbell Keegan

Paper **On the fiddle: Research and semiotics put benefit fraud in the spotlight**
Amrita Sood, Research Director, GfK NOP

10.30 NETWORKING BREAK

11.00 THE FUTURE OF MARKET RESEARCH

Chair **Rita Clifton**, Chairman, Interbrand

Paper **A taxonomy of new market research**
Ray Poynter, Managing Director, The Future Place

Paper **Cloud of knowing project: Content analytics and the future of research**
John Griffiths, Founder, Planning Above and Beyond

Paper **The research industry needs to stake its claim in the new digital world**
Tom Woodnutt, Director of Digital, Hall & Partners
Richard Owen, Global Head of Innovation, Hall & Partners

THE COMMUNICATIONS BEAKDOWN

Chair **Tim Phillips**, Talk Normal

Paper **Communicating creatively: From digital media to stains on the bedroom floor**
Simon Shaw, Account Director, Brahm

Paper **The Rashomon effect: An exploration of the meaning of qualitative analysis**
Peter Totman, Qualitative Director, Jigsaw Research

Paper **Tell the truth and shame the devil: How can the discipline of journalism improve insight and research?**
Neil Swan, Principal, SwanUpping
Brian Cathcart, Professor of Journalism, Kingston University

12.00 BREAK

12.10 IDEAS RUSH

Host **Ray Poynter**, Managing Director, The Future Place

Jeffrey Henning, Founder and Vice President of Strategy, Vovici
Sophie Dekkers, Customer Research Manager, easyJet
Alison Macleod, Research Consultant, The Human Element
Rachel Lawes, Principal, Lawes Consulting

THE INNOVATION INTERVIEW

John will be asking Rory and Alex about their personal experiences as end-users of market research. Together they will share their sense of the good, bad and just plain ugly of market research and to share their advice on what the research industry should be doing to serve their end-users better.

Guest **Rory Sutherland**, President, IPA

Guest **Alex Batchelor**, Chairman, The Marketing Society

Interviewer **John Kearon**, Chief Juicer, BrainJuicer

RESEARCH HOTHOUSE

Complete the conference experience with some hothouse learning in our zone dedicated to workshops, training and interactive presentations. Whether you are an accomplished researcher or on your way up, you'll receive the best delivery from experts in their field and will leave with something tangible, as well as knowing the next steps to take in developing yourself further. Join us. It's a step in the right direction.

11.00 – 12.00 TRAINING

ENLIGHTENMENT IN RESEARCH: MAKING IT HAPPEN

Joanna Chrzanowska, Founder, Genesis Consulting

Non-traditional methods of research have their own language and analysing culture is part of this methodology. These methods can be intimidating for the uninitiated yet we know they are becoming more widespread. Find out what the language means in practice and identify the usefulness of the concepts in your own work and how to use them competently.

12.10 – 13.10 INTERACTIVE PRESENTATION

THE TRANSITION FROM RESEARCHER TO MANAGER TO LEADER TO... BEING HAPPY

Paul Vittles, Director and Executive Coach, TNS Australia

Learn more about making the classic transition from researcher to manager to leader, usually with little help from your employer. Paul will add a new twist: the realisation that the top of the ladder is not always what was expected and the new goal – to be happy.

Early bird deadline 15 January 2010

12.40 NETWORKING LUNCH

13.50 KEYNOTE ADDRESS

Keynote James Woudhuysen, Professor of Forecasting and Innovation at De Montfort University

Professor James Woudhuysen is advisor to corporations and governments on the future of technology. James delivers a keynote on the ABCs of Forecasting and shows how future trends can inform decisions on strategy, research and development, innovation, marketing and design.

14.40 BREAK

14.50 CULTURAL EVOLUTION: DIFFERENT WAYS OF UNDERSTANDING HOW THINGS SPREAD?

Chair Mark Earls, HERDmeister, Herd Consulting

What can market researchers learn from the application of Darwin's ideas to social sciences? Mark Earls meets an archaeologist, an anthropologist and a biologist explore how evolutionary ideas are being applied to human culture and social phenomena.

15.40 NETWORKING BREAK

16.10 RESEARCH DRAGONS' DEN

The research company of the future

Host Nathan Evans, Senior Experience Executive, MESH Planning

Up-and-coming and established researchers have five minutes to pitch their ideas for a new company that responds to a specific issue in the industry or uses a research tool to maximise value. Only the most innovative and original approaches to research will secure approval and the investment of the panel of shrewd would-be investors.

Dragons John Kearon, Chief Juicer, BrainJuicer ■ Andy Dexter, Founder, Truth Marketing Strategies ■ Janja Božić Marolt, General Manager, Mediana

17.10 CONFERENCE AWARDS SHORTLIST ANNOUNCEMENT AND CLOSE OF CONFERENCE

CLOSING DRINKS RECEPTION



Everyone is invited to join R-Net at the Research 2010 closing drinks reception following the Conference Awards shortlist announcement. Conference-goers will get the opportunity to mingle with each other, share their conference experience over a glass of champagne and meet of the fresh faces of the research industry.

NETWORKING



As well as the networking area outside the Ballroom, the Research 2010 Hub is open throughout the event and is central to the conference networking activities. This is where you will go for lunch or grab a coffee, join Gold Sponsor Research Now for a glass of wine, discuss the conference with film partner Nunwood, or visit Munro Global's FlexiHall survey hub.

RESEARCH SPEAKER LOUNGE



Run out of time to ask all the questions you wanted? Join *Research Magazine* outside the conference rooms to continue the conversation with the platform speakers.

research.

14.50-15.50 TRAINING

ONLINE RESEARCH: THE TAMING OF THE SHREWD

Pete Comley, Chairman, Virtual Surveys

Maybe 40% of all quant research in 2009 was online and with Web 2.0 and a recession, online qual has never had it so good. But it's one thing to save money and another thing entirely to use the medium effectively. Research online brings new challenges for researchers and clients, so find out how to use it effectively.

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Research Now's wine tasting at Research 2009 gave the company huge exposure

Become involved as a sponsor or partner at Research 2010: The Annual Conference and get access and exposure to a **highly targeted audience** and the biggest brands in this field.

Your presence at The Annual Conference puts you and your organisation into immediate contact with a captive audience of up to **700 potential customers**. Enjoy a high profile and networking opportunity by hosting the conference happy hour in the **Café Bar**, put your name to the **Wi-Fi Zone** for delegates to gain internet access, or put your corporate stamp on the **conference bag** for all delegates to use at the event and back at the office.

There are still some exiting sponsorship opportunities remaining to take advantage of. For more information on **tailor-made packages** and **partnerships**, contact Jennifer Sproul on **+44 (0)20 7566 1842** or email jennifer.sproul@mrs.org.uk



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With members in more than 70 countries, MRS is the world's largest association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy. All individual members and company partner organisations must comply with the MRS Code of Conduct.

www.research-live.com/research2010