

Day 1 programme 24.03.09

Main stage – Ballroom

- 8.30 **Registration and refreshments**
- 9.30 **Welcome from the Research 2009 Programme Chairs**
Simon Lidington, Insight Exchange
Nick Coates, Promise Corporation
- 9.45 **Keynote interview**
Robert Winston, Imperial College London
Interviewer: Rebecca Wynberg, Sadek Wynberg
Millward Brown
- 10.30 **Networking break in the Hub (Thames Room)**
- 11.15 **When communities attack**
Chair: Tom Ewing, Kantar Operations
Is a lion's den really a community? Researching the Home Office's National Identity Scheme
Ray Poynter, Virtual Surveys
Matthew McCabe, Identity & Passport Service
You've got a friend – measuring the value of brand friending on social networks
Joseph Webb and Bob Burgoyne, TNS
The enemy within: Deconstructing the myth of communities and constructing the social product
Nick Gadsby, Lawes Consulting
- 12.45 **Networking lunch in the Hub (Thames Room)**
- 14.15 **New spaces, new traces: Research and advertising media in the 21st century**
Chair: Nick Southgate, Grey London
Dynamic in-game advertising – the impact on brand equity
James Myring, and Max Willey, Continental Research
From a mouse click to a heart beat
Ian Wright, OTX Europe, Sarah Everitt, Google UK
Guest: Rory Sutherland, Ogilvy One London
- 15.15 **Mini Break**
- 15.30 **Research in a recession**
Chair: Richard Young, freelance journalist
Thriving or surviving? Using the lessons of the past to help us succeed in the future
Mark Yeomans and Alex Johnston, Jigsaw Research
Under the skin: How are people and businesses coping during the recession?
Alan Jones, HSBC, Neil Coburn, Truth Consulting
- 16.30 **Networking break in the Hub (Thames Room)**
- 17.00 **Research Room 101**
Host: Dan O'Donoghue, Publicis
Guests: Gareth Roberts, Safari,
Davina O'Donoghue, Prescient,
Tracy Hubbard, i to i research
- 17.30 **'When I run the market research industry...'**
Pecha Kucha Producer: Ray Poynter, Virtual Surveys
Speakers: Nathan Evans and Monty Cholmeley MESH,
Niels Schillewaert, InSites Consulting,
Jeff Haselum, Virtual Surveys
- 18.00 **Close day 1**
Buses to Research 2009 Illuminas Party

Second stage – Plaza Suite

- 11.00 **The bigger picture: Research and social issues**
Chair: Fiona Wood, COI
Time for Change: Challenging the way that research can help communications influence behaviour
Mairi Budge and Martin Dewhurst, COI
What people say is not what they do: A case study of reactions to facial disfigurement
Alastair Goode, Cogresearch
Winnie Coutinho, Changing Faces, The Squire Centre
Segments, hugs and rock'n'roll: An attitudinal segmentation of parents and young people
Michelle Harrison, BMRB
Sara Jones, DCSF
- 12.15 **Mini Break**
- 12.30 **Ideas rush**
Chair: Marc Brenner, *Research* magazine
Speakers: Nick Southgate, Grey London
Martin Oxley, BuzzBack
Martin Hayward, dunnhumby
Steve Phillips, Spring Research
- 13.00 **Networking lunch in the Hub (Thames Room)**
- 14.45 **Ideas rush**
Chair: Marc Brenner, *Research* magazine
Speakers: Dan O'Donoghue, Publicis
Andrew Needham, Face
Orlando Wood, BrainJuicer
Alex Owens, Capital One
Tom Ewing, Kantar Operations
- 15.15 **Mini Break**
- 15.30 **Trendspotting: Researching the future**
Chair: Tim Phillips, author and journalist
Inspiring insight through trends
Anthony Tasgal, POV
Futurology through semiotics
Rachel Lawes, Lawes Consulting
- 16.30 **Networking break in the Hub (Thames Room)**
- Breakout – Plaza Suite**
- 11.15 - **The Voices Project at conference: Flash fiction**
- 12.15 **for researchers**
Audrey Anand, Listengroup
- 14.00 - **The graveyard slot: Overturning conventions**
- 14.30 **in group work**
Roy Langmaid and Konstantin Pinaev, Promise
Christopher Heimann, RADA and The Imaginary Body
- 15.30 - **Make better adverts by digging**
- 16.30 **up the clichés**
John Griffiths, Planning Above and Beyond
Elena Ionita, Leo Burnett Bucharest