

# Day 2 programme 25.03.09

## Main stage – Ballroom

- 8.30 Registration and refreshment
- 9.15 Welcome from the Research 2009 Programme Chairs  
Simon Lidington, Insight Exchange  
Nick Coates, Promise Corporation
- 9.30 Co-creation and creativity  
**Chair:** Nick Coates, Promise Corporation  
**Keynote address: Co-creation and creativity in the age of 'We-think'**  
Charles Leadbeater, Demos and Participle  
The creative consumer – myth or reality?  
Julia Wolny, London College of Fashion  
Forget the labels. Feel the content  
Sheila Keegan, Campbell Keegan
- 11.00 Networking break in the Hub (Thames Room)
- 11.30 What can an economist, a zoologist and an anthropologist tell us about mass behaviour?  
**Chair:** Mark Earls, Herd Consulting  
The anthropologist:  
Alex Bentley, Durham University  
The economist:  
Paul Ormerod, Author  
The zoologist:  
Jens Krause, Leeds University
- 12.15 Mini Break
- 12.30 Making change happen: The impact of research on government and society  
**Chair:** Ben Page, IPSOS Mori  
**Guests:** Matthew Taylor, RSA,  
George Bridges, Quiller Consultants
- 13.15 Networking lunch in the Hub (Thames Room)
- 14.30 People of the Web: Fresh approaches to online research  
**Chair:** Richard Young, freelance journalist  
Understand the differences: Act on the commonalities  
Liz High, and Patrick Massey, Intrepid  
Real-time global research – a qual revolution  
Jamie Hamilton, nqual  
Paul Dixon, The iD Factor & iCD Research  
Making the news  
Jason Vir and Kerry Brown, TNS
- 16.00 Networking break in the Hub (Thames Room)
- 16.30 Research X Factor  
**Judges:** Danny Russell, BSkyB  
Matt Spencer, Vodafone  
Barbara Langer, eBay  
**Contestants:** Erminia Blackden, MESH Planning  
Dan Foreman, Opinium Research  
Andrew Burns, RDSI Research
- 17.15 Conference Awards shortlist announcement
- 17.30 Close of conference

## Second stage – Plaza Suite

- 11.30 'Question time' Debate: Opportunities threats and ambitions for market research - live, revealing and controversial  
**Chair:** Richard Gilmore, Cello Research and Consulting  
Panellists:  
Paul Edwards, Research International  
Andrew Needham, Face  
Brian Gosschalk, IPSOS MORI  
Beth Corte-Real, Coca-Cola Great Britain  
John Griffiths, Planning Above and Beyond  
Tom Crawford, Nokia (C&CI)
- 12.15 Mini Break
- 12.30 Ideas rush  
**Chair:** Marc Brenner, Editor, *Research* magazine  
**Speakers:** Andy Dexter, Truth Consulting  
Fiona Blades, MESH Planning  
Peter Totman, Jigsaw Research  
Sean Pillot de Chenecey, Captain Crikey
- 13.00 Networking lunch in the Hub (Thames Room)
- 14.15 Storytelling  
**Chair:** Rachel Lawes, Lawes Consulting  
The challenge of storytelling with quantitative data  
Andrew Davidson and Graham Saxton, OTX Europe  
Citizen journalism and market research: What participatory journalism can teach the research industry  
Amrita Sood, GfK NOP Social Research  
Krishan Lathigra, COI  
Storytelling to the masters of storytelling:  
Communicating insight to Warner Bros  
Lisa Stych, Incite Marketing Planning  
Amanda Boote, Warner Bros
- 15.15 Mini Break
- 15.30 Ideas rush  
**Chair:** Marc Brenner, Editor, *Research* magazine  
**Speakers:** Mike Page, Cognicent  
Anthony Tasgal, POV  
Jeannie Arthur, Verve  
David Smith, DVL Smith
- 16.00 Networking break in the Hub (Thames Room)

## Breakout – Plaza Suite

- 11.30 - Technology futures
- 12.30 **Chair:** Tim Macer, Meaning  
Michael DeNitto, MarketSight  
Phil Martin, The 3rd Degree  
Leon Walsh, QSR International
- 14.00 Wiki workshop
- 15.00 Led by Simon Lidington, Insight Exchange