TAKE CONTROL AMID DISRUPTION:
Securing the Future of Insights as a Powerful Force for Business

2017 is the year when disruption gets personal.

We’ve all seen that insights, when done right, can be the most powerful force for business success. On the other hand, when inaccurate (i.e., Brexit, the US election), it can have seismic affects that leave your company- or even your nation, in a state of disruption.

TMRE: The Market Research Event 2017 has been designed for insights executives to take back control and re-establish insights role as a power player for the business.

In-depth talks with the market lead us to believe there are four factors that will prove critical to future success: Leadership, Technology, Innovation, and Collaboration. It may sound simple, but push yourself to answer these questions:

- Do you have the next-gen leadership skills and toolsets necessary to ensure insights wields influence at the executive level in your organization?
- Are you embracing the cutting-edge technologies required to drive more incisive and more actionable insights, or fighting them?
- Is your company going through the same processes as 5 years ago, or constantly striving to innovate for faster, better insights?
- Are you open to new partnerships that might enable potentially exciting new developments, or closing yourself off by relying on only internal solutions?

If you hesitated at all, you need TMRE 2017.

Because amid all the change in the MR industry, TMRE will remind you that one thing is a constant: YOU are the competitive advantage for your organization. YOU are the eyes and ears to a changing world. YOU hold the key to unlocking transformative insights that could drive your company into the future.

ENSURE YOU BECOME AN INSIGHTS LED ORGANIZATION

We look forward to seeing you in Orlando,

THE TMRE TEAM

To Register, call Terrence Johnson at 646.895.7425 or email terrence.johnson@knect365.com
The MosT clienT side eXecuTives of aNy iNdusTry eveNT

Your peer network matters. With over 1,100 attendees, 65% from the client-side, you’re guaranteed to build an all-star peer networking you can rely on.

DON’T READ ABOUT THE FUTURE OF INSIGHTS IN NEXT YEAR’S BLOGS. EXPERIENCE THEM LIVE AT TMRE

MEET THE HOTTEST NEW STARTUPS CHANGING THE INSIGHTS LANDSCAPE
The ALL NEW Startup Showcase is a must attend for companies looking to meet the breakthrough startup organizations that will change the way they do business.

MalaCoom gladwell goes digiTal… aNd urgês you to do thè same
The Best-Selling Author describes his shift from print to podcast and how “unleashing his emotional ID” has gained him traction with the next generation of readers and listeners.

THE INdUSTRY’S 1st WOMEN IN RESEARCHe AWARDS
TMRE has partnered with WIRE (Women in Research) to showcase the all-star females positioned to take over the MR industry.

THE MOST CLIENT SIDE EXECUTIVES OF ANY INDUSTRY EVENT
Your peer network matters. With over 1,100 attendees, 65% from the client-side, you’re guaranteed to build an all-star peer networking you can rely on.
AN ELITE GROUP OF BIG THINKERS, DOERS, AND EXPERTS COLLIDE ON THE TMRE 2017 STAGE

Malcolm Gladwell, NYT Best-Selling Author, *David and Goliath*, *Blink*, *Outliers* and *The Tipping Point*

Adam Alter, NYT Best-Selling Author, *Drunk Tank Pink*, Professor of Marketing & Psychology, NYU Stern School of Business

Amanda Hill, Chief Marketing Officer, A&E

Cole Nussbaumer Knaflic, Author, *Storytelling with Data: A Data Visualization Guide for Business Professionals*

Peter Horst, former Chief Marketing Office, The Hershey Company

Amber Case, Cyborg Anthropologist, Author, *Calm Technology: Designing for the Next Generation of Devices*, fellow at Harvard University’s Berkman Klein Center for Internet and Society, Visiting Research at the MIT Center for Civic Media

Dr. Charles Limb, Musician, Francis A. Sooy Professor, Chief, Division of Otology, Neurology and Skull Base Surgery, Director, Douglas Grant Cochlear Implant Center, Departments of Otolaryngology, Head & Neck Surgery and Neurosurgery, University of California San Francisco School of Medicine

Soon Yu, former Global Vice President of Innovation, VF Corp, Author of the forthcoming book, *Iconic Advantage*

Christina Jenkins, Director, Global Business Marketing, North America, Twitter

Elizabeth Merrick May, Head of Customer Insights, Nest

Dawn Cunningham, Chief Insights Officer, 3M

Anna Fieler, Chief Marketing Officer, POPSUGAR

John Fernandes, Director, Marketing Insights & Analytics, Facebook

Kristin Luck, Growth Strategist, Luck Collective, Founder, WiRE (Women in Research)

Marina Kosten, VP Research - International Theatrical, 20th Century Fox

Consumer Goods

Jonathan McIntyre, SVP Research and Development, Global Snacks Category, PepsiCo

Gabriela McCoy, Director of Global Consumer Insights, Bacardi

Risa Schwartz, Senior Director, Global Consumer Insights & Sensory, Tyson Foods

Terrae Schroeder, Senior Director, Wholesome and Shopper Insights, Kellogg

Carlos J. Barroso, SVP, Global Research and Development and Quality, Campbell Soup Company

Nancy Rogers, Director, Strategic Analytics and Shopper Insights, Colgate-Palmolive

Michelle Gansle, Director, Consumer Insights, Mars Confectionery

Meghann Seidner, VP Marketing, ZICO Beverages

Emily Adkison, Insights & Planning, Consumer & Market Insights, Kellogg

Luke Atkinson, VP, Smirnoff Global Consumer & Cultural Planning, Diageo

Mary Beth Jowers, Consumer Insights Lead for North, Central and Eastern Europe, Gruppo Campari

Janet Ziffer, Senior Global Research Manager, Kimberly-Clark Professional

Eric Dolan, Associate Director, Johnson & Johnson Consumer, Inc.

To Register, call Terrence Johnson at 646.895.7425 or email terrence.johnson@knect365.com
Solution Providers

Errol Apostolopoulos, SVP Product, Crimson Hexagon
Chandler Mount, VP, YouGov Affluent Perspective, YouGov
Abigail Hollister, VP, Director Client Services, Ameritest
Kelley Styring, Principal, InsightFarm
Jon Brand, SVP, Brand and Consumer Experiences, GfK
Sara Fahim, Senior Research & Innovation Consultant, Seek Company
John Dick, CEO, CivicScience
Vanella Jackson, Global CEO, Hall & Partners
Niclas Ohman, CPO, Nepa AB, Sweden
Meredith Paige, SVP User Experience, GfK
Jason Ten-Pow, President, OnResearch Inc
Alisha Snow, EVP, Smarty Pants
Andrew Bernard, Vice President, Burke, Inc.
Natasha Stevens, SVP, Digital Marketing Intelligence, GfK
Kristi Zuhlike, CEO, KnowledgeHound
Ken Cassar, Principal Analyst and VP, Slice Intelligence
Carley Metzker, VP, Client Services, Directions Research
Judy Melanson, SVP, Travel & Entertainment, Chadwick Martin Bailey
Peter Simpson, Principal, xperient
Rudy Nadilo, President, Dapresy North America
Jullie Brown, President, The Center for Strategy Research, Inc.
Jeremy Pincus, Director, Research & Strategy, Isobar
Brent Slider, President/North America, System1 Research (formerly BrainJuicer)
Mike Maddock, CEO & Co-Founder, Maddock Douglas
Dave Healing, Director of Strategy, Brandtrust
Joaquim Bretcha, International Director, Netquest
Luisa Uriarte, EVP & Managing Partner, Maddock Douglas
Sandipa Dubish, Ph.D., Senior Director Commercial Insights, Celgene
Dennis Devlin, CEO, Consumer Clarity

Retail
Sarah Beachler, Director of Market Research & Consumer Insights, SEPHORA
Sheeba Philip, VP of Marketing, JCPenney
Annadrea Golightly, Custom Research, Beauty, Personal Care, and Convenience, Walgreens
Julia Oswald, SVP, Strategy & Insights, Domino’s Pizza

Academia
Dr. Joel Mier, Lecturer of Marketing, University of Richmond

Online Services & Retailers
Anna Fieler, CMO, POPSUGAR
Kristine Grewe, Head of Market Research/Insights, Lyft
Yini Guo, Consumer Insights Research, Facebook
Nic Brandenberger, Director, Global Brand, eBay
Denise Brien, Senior Director, Consumer Analytics & Research, Oath: A Verizon Company
Thomas Walker, Senior Director, Global Brand and Customer Insights at eBay
Wayne Huang, Research, Twitter
Mo Bhasin, Analytics, Nest

Travel & Hospitality
Jennifer Avery, Director, Consumer Insights, Universal Orlando Resort
Karim Kricorian, Director, Management Science & Integration, The Walt Disney Company
Nihan Brunton, Senior Director, Global Market & Digital Research, Marriott

Healthcare & Insurance
Ruchi Varshneya Senior Director, Global Market Insights and Strategy, Abbott Diabetes Care
Michael Forsberg, Experience & Communications, Team World Vision
Robbi Thatcher, Director, UnitedHealth Group
Brian Mack, US Market Intelligence Leader, Dow Agro Sciences
Kara Zinsmeister, Senior Market Research Analyst, United Concordia Dental
Lori Tarabek, Global Market Insights, Abbott Diabetes Care
John Walthour, VP, UnitedHealth Group
Maria Cristina Antonio, Director, Metabolics Insights & Analytics, Novo Nordisk

Pharmaceuticals
Scott von Lutken, Director-Customer Strategy, Merck
Diana Pohle, Associate Director of Market Intelligence, Jazz Pharma
Ben Gilgoff, Executive Director, Global Customer & Brand Insights, Merck
Sandipa Dubish, Ph.D., Senior Director Market Research - Inflammation & Immunology, Celgene
Heather Turkoz, Associate Director, Market Research, UCB Pharma
Lisa Courtois, Head of Market Research, Merck
Laura Aguiar, Senior Leader, Research and Early Development, Roche Innovation Center New York

Media & Entertainment
Sarah Barasch, SVP Insights & Measurement, Screenvision Media
Betsy Penderoast, Director – Strategic Planning, Luckie & Co
Roberto Ruiz, EVP, Strategy & Insights, Unvision Communications Inc.
Don Micallef, VP Research, Discovery Communications, Inc.
Beth Coleman, SVP Marketing and Partner Insights, Viacom
Lyndsey Albertson, Director Sales Research, ABC
Renata Policicjo, VP Fan & Media Intelligence, International, Global Markets, ESPN
Jed Meyer, EVP, Corporate Research, Unvision Communications
Theresa Pepe, VP, Marketing & Partner Insights, Viacom
Brad White, Chief Creative Officer, Luckie & Co
Tiffany Sanders, Business Intelligence & Research, CBS
Keith Friedenberg, EVP, Global Insights Group, WME|IMG
Kassie Deng, Director, Marketing and Partner Insights, Viacom
Margo Arton, Director of Ad Effectiveness Research, BuzzFeed
Jake Katz, VP, Audience Insights & Strategy, Revolt Media & TV
Lauren Zweifler, SVP, Strategic Insights and Research, NBCUniversal

Technology & Computing
Samantha Daywani, VP Client Strategy & Advocacy, ADP TotalSource
Kajoli Tankha, Senior Director Advertising Research, Microsoft
Jeff Resnick, Senior Director of Global Consumer Insights, Anki
Deborah Campbell, VP Consumer and Marketplace Insights, Verizon
Mike Moreno, Support Web Manager, Intel Corporation
Joe Stevens, Senior Director Market Insights, Oracle
Diana Gabbard, Director Consumer Insights, U.S. Cellular

Financial Services
Elayne Spinder, Managing Director, Charles Schwab
Rupak Bose, SVP, Decision Management, Citigroup
Monika Mandrakas, Market Researcher and Customer Advocate, Mutual of Omaha
Ramkumar Ravichandran, Director Analytics & A/B Testing, Visa Inc.
Sanita Bharat, VP, Market Intelligence, Fidelity Investments
Jill Groark, Senior Manager, Research & Marketing, Charles Schwab
Chelsie Zimmy VP Research & Insights, Citigroup
**INTRODUCING THE 2017 TMRE CORE TOPIC AREAS:**

Monday, Tuesday, and Wednesday offer 100+ sessions across the following critical topic areas:

**TRACK 1: Next-Gen Insights Leadership & Strategy**
The skillsets of today’s insights leader look far different from even a year ago. This track focuses on pushing forward your role as an insights leader and ensuring the entire team can flourish. Sessions look at keys to team structures, internal collaboration, being a dynamic storyteller, and pushing your career forward.

**TRACK 2: Cutting Edge Technology & Trends**
Technology will disrupt your business. It’s time to take command of the technologies shaping the future of market research. These sessions help researchers understand how cutting edge technologies like AI and VR can be used, together, along with your traditional MR skills to deliver faster, better, bottom-line insights.

**TRACK 3: Insight Driven Innovation & Brand Engagement**
Users are the key driving factors in market success or failure of new products, services, and overall brands. These sessions focus on integrating insights intensively into the innovation process for market-driven innovation wins and increased brand engagement.

**INTRODUCING THE 2017 TMRE CORE TOPIC AREAS:**

Monday, Tuesday, and Wednesday offer 100+ sessions across the following critical topic areas:

**TRACK 4: Supercharging the Business with Data (Data Science & Analytics)**
There’s a reason data science is being called the sexiest job of the 21st century. When working together, Data Science and Analytics have the power to transform every industry. These sessions help you apply analytics and data science to solve complex problems, improve decision making, uncover new opportunities, and increase ROI.

**TRACK 5: Winning Over the Savvy Consumer**
Millennials, Gen Z and Gen Y aren’t the only ones now demanding a more social, digital, mobile experience- all your customer are. And if they aren’t now- they will be. This track brings to life success stories from companies who’ve unlocked the key to next gen consumer behavior and how they’ve successfully integrated it into their insights and research plans.

**TRACK 6: Power Partnering: Maximizing the Client-Supplier Relationship**
Success rarely happens in a vacuum. With so much to deliver in so little time, leveraging the strengths of an external partner is often your best chance to deliver meaningful insights that drive action. These sessions focus on best practices for collaborations between clients and vendors.

**TRACK 7: Start-Up Showcase: Emerging Technology**
You may think you’ve seen it all- but this track will prove you haven’t. Get a sneak peek in the future of MR during the start-up showcase. These sessions are reserved for up and coming solution providers who have the latest technologies to showcase- guaranteed to shake up MR as you know it.

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**TMRE PRE-DAY: SUNDAY, OCTOBER 22, 2017**

<table>
<thead>
<tr>
<th>12:00: Registration &amp; Lunch</th>
<th>1:30: Chairman Welcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30: PMRG Welcome</td>
<td>1:30: Chairperson Welcome</td>
</tr>
<tr>
<td>1:45: Health Literacy: Improving Compliance Through Comprehension Scott von Lutcken, Merck Heather Turkoz, UCB Pharma</td>
<td>1:45: The Importance of Consumer-Led Branding Kim Leitz, Kimberly-Clark Corporation</td>
</tr>
<tr>
<td>2:15: Market Research in the Age of Big Data Sandipa Dubish, Celgene</td>
<td>2:15: 21st Century and Beyond Ad Accountability Margo Arton, BuzzFeed</td>
</tr>
<tr>
<td>3:00: Insights: The Hub of Successful Cross-Functional Alignment Diana Pohle, Jazz Pharma</td>
<td>3:00: Using Online Polling to Develop Quick and Unique Hispanic Insights Roberto Ruiz, Univation Communications Inc</td>
</tr>
<tr>
<td>4:00: KEYNOTE: Marketing in the Trump Age: New Rules for a New Reality Peter Horst, Former Chief Marketing Officer, The Hershey Company</td>
<td>4:30: KEYNOTE: Creating Iconic Advantage: Don’t Just Milk the Cow, Butter it up! Soon Yu, former Global Vice President of Innovation at VF Corp, author of the forthcoming book Iconic Advantage</td>
</tr>
<tr>
<td>4:45:</td>
<td>5:30: TMRE Exhibit Hall Tour • Led by: JoAnna Carey, Director, Consumer Insights &amp; Research, Farmers Insurance</td>
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<tr>
<td>5:30:</td>
<td>6:00: Close of Pre-Day</td>
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**DIGITAL NATIVES: POST-MILLENNIAL SUMMIT**

**Leveraging Insights to Win the Next Generation of Consumers**

<table>
<thead>
<tr>
<th>1:00: Welcome</th>
<th>1:15: Gen Z &amp; The Engagement Economy Jake Katz, REVOLT MEDIA &amp; TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45: Gen Z Consumers Dennis Devlin, Consumer Clarity</td>
<td>2:15: The Story of Kids Media Theresa Peppe, Viacom</td>
</tr>
<tr>
<td>2:45: Networking Break</td>
<td>3:00: Share Your Story Contact <a href="mailto:rachel.mcdonald@knect365.com">rachel.mcdonald@knect365.com</a> to speak during this session.</td>
</tr>
<tr>
<td>3:30: The New Living Room Renata Policicio, ESPN</td>
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<tr>
<td>Time</td>
<td>Track 1</td>
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<tr>
<td>11:00</td>
<td>Chairperson Welcome</td>
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<tr>
<td>11:15</td>
<td>Weaving Insights into the Decision Making DNA of Your Firm Sarita Bhagwat, Fidelity Investments</td>
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<tr>
<td>12:00</td>
<td>Optimizing Pack and Price for Online Retailing Jessica Levison, Mondeléz International Bill Salokar, Mondelez International</td>
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<tr>
<td>3:45</td>
<td>Metrics Redefined: Combining Traditional and New Metrics Rooted in Consumer Engagement for Marketers to Yield Optimal Campaign Performance Lauren Zweifler, NBCUniversal</td>
</tr>
<tr>
<td>4:30</td>
<td>The New Cultural Mosaic: Keys to Creating Winning Mainstream and Multicultural Strategies Marissa Romero-Martin, Culturati Vanessa Strain, Nielsen Michelle Zweig, Nielsen</td>
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</tbody>
</table>
### Agenda at a Glance Continued

**TMRE DAY TWO: TUESDAY, OCTOBER 24, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chairperson/Presenter</th>
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<tbody>
<tr>
<td>8:15</td>
<td>Registration &amp; Coffee</td>
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<tr>
<td>8:45</td>
<td>Chair Welcome</td>
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<tr>
<td>9:00</td>
<td><strong>KEYNOTE:</strong> Revisionist History: Uncovering Truths Hidden in Data</td>
<td>Malcolm Gladwell, NYT Best Selling Author, David and Goliath, Blink, Outliers, and The Tipping Point</td>
</tr>
<tr>
<td>10:00</td>
<td><strong>KEYNOTE:</strong> Interview with Malcolm Gladwell: Unlocking New Opportunities for the Insights Industry</td>
<td>Malcolm Gladwell, NYT Best Selling Author, David and Goliath, Blink, Outliers, and The Tipping Point</td>
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<tr>
<td>10:20</td>
<td>Networking Break Sponsors by HawkPartners</td>
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#### TRACK 1: NEXT-GEN INSIGHTS LEADERSHIP & STRATEGY

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<tr>
<td>10:55</td>
<td>Chairperson Welcome</td>
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</tr>
<tr>
<td>11:00</td>
<td>Optimizing Insights to Impact Business Strategy</td>
<td>Diana Gabbard, U.S. Cellular, Andrew Bernard, Burke, Inc.</td>
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<td>11:45</td>
<td>Leading Organizational Change with Strategic Insights</td>
<td>John Waithour, UnitedHealth Group Robbi Thatcher, UnitedHealth Group</td>
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#### TRACK 2: CUTTING EDGE TECHNOLOGY & TRENDS

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<td>11:00</td>
<td>The Next Great Luxury Adventure</td>
<td>Chandler Mount, YouGov</td>
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<tr>
<td>11:45</td>
<td>Predict Guest Expectations at Universal</td>
<td>Jennifer Avery, Universal Orlando Resort</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
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<tr>
<td>13:30</td>
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#### TRACK 3: INSIGHT DRIVE INNOVATION & BRAND ENGAGEMENT

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<tr>
<td>11:10</td>
<td>Weigh the Gray; How to Drive Uncertainty Out of Your Innovation Business Case</td>
<td>Mike Maddock, Maddock Douglas, Lusa Uniate, Maddock Douglas</td>
</tr>
<tr>
<td>11:45</td>
<td>Beyond the Cart: Next-Gen Shoppertunities</td>
<td>Alisha Snow, Smarty Pants</td>
</tr>
<tr>
<td>12:15</td>
<td>Results Over Reveals: Draft-Mode Research</td>
<td>Gabriela McCoy, Bacardi</td>
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#### TRACK 4: SUPERCHARGING THE BUSINESS WITH DATA (DATA SCIENCE & ANALYTICS)

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<td>11:10</td>
<td>Data Science is from Mars and Market Research is from Venus</td>
<td>Karin Krorician, The Walt Disney Company</td>
</tr>
<tr>
<td>11:45</td>
<td>Transforming Analytics into the Game Changer for Your Business</td>
<td>Nancy Rogers, Colgate-Palmolive</td>
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<td>12:15</td>
<td>Results Over Reveals: Draft-Mode Research</td>
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#### TRACK 5: WINNING OVER THE SAVVY CONSUMER

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<tr>
<td>11:10</td>
<td>Modernizing the Iconic: Discovering the Power of Deep-Seeded Equity to Imagine a Way Forward</td>
<td>Sheeba Philip, JCPenney</td>
</tr>
<tr>
<td>11:45</td>
<td>Integrating Social, Digital and Mobile Insights to Innovate and Revamp Customer Experiences</td>
<td>Deborah Campbell, Verizon, Meredith Paige, GfK</td>
</tr>
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<td>12:15</td>
<td>Experiential Research + Consumer Anthropology: How an Empathy Driven Approach Benefits All</td>
<td>Steven Garcia, Team One Jennifer Azen, Hypothesis Jeft Seltzer, Hypothesis</td>
</tr>
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#### TRACK 6: POWER PARTNERING: MAXIMIZING THE CLIENT-SUPPLIER RELATIONSHIP

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<tr>
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<td>Blazing New Trails: Innovation and the Customer Journey</td>
<td>Jason Ten-Pow, OnResearch Inc Mike Moreno, Intel Corporation</td>
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<tr>
<td>11:45</td>
<td>Transforming Global Attitudes Toward “Others”</td>
<td>Luke Atkinson, Diageo</td>
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#### TRACK 7: DISRUPTIVE TECHNOLOGIES

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<td>Creating a True Customer-Centric Organization With Big Data and Analytics</td>
<td>Nicolás Ohman, Nea AB, Sweden</td>
</tr>
<tr>
<td>11:45</td>
<td>Customer Experiences Innovate and Revamp</td>
<td>Deborah Campbell, Verizon, Meredith Paige, GfK</td>
</tr>
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#### TRACK 8: CUDDLING INSIGHTS TO IMPACT BUSINESS STRATEGY

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<td>Leading Organizational Change with Strategic Insights</td>
<td>John Waithour, UnitedHealth Group Robbi Thatcher, UnitedHealth Group</td>
</tr>
</tbody>
</table>

### 1:00 Keynote Panel: What do Chief Marketing Officers REALLY Want from Researchers

- Amanda Hill, Chief Marketing Officer, A&E
- Anna Fieler, Chief Marketing Officer, POPSUGAR
- Peter Horst, retired Chief Marketing Officer, Hershey
**KEYNOTE: Storytelling with Data: Bringing Data to Life Through Pictures and Story**

Cole Nussbaumer Knaflic, Author; *Storytelling with Data: A Data Visualization Guide for Business Professionals*

**KEYNOTE: We Are All Cyborgs Now: The Future of AI and Human Machine Interactions**

Amber Case, *Cyborg Anthropologist*, Author, *Calm Technology: Designing for the Next Generation of Devices*, fellow at Harvard University's Berkman Klein Center for Internet and Society, Visiting Research at the MIT Center for Civic Media

**Welcome Chairperson**

What happened? How are researchers and pundits explaining the polls (and odds) that predicted another winner? Bring your thoughts (and any data!) for a lively give-and-take conversation on the U.S. Presidential race in 2016.

**Networking Break**

10:15

**Chairperson Welcome**

**TMRE TOWN HALL**

*Postmortem: Election 2016*  
James Newswanger, IBM

**8:00: Registration & Coffee**

**8:30: Chair Welcome**

**8:45**

**9:30**

**TMRE DAY THREE: WEDNESDAY, OCTOBER 25, 2017**

**9:30: Chair Welcome**

**Track 1**  
**Next-Gen Insights: Leadership & Strategy**

10:05: Chairperson Welcome, Burke

10:10: How Changing Technology and Generational Shifts Influence Effective Marketing

Kajol Tankha, Microsoft/ONION, Jon Brand, GfK

Natasha Stevens, GfK

10:15: Creative Presentations: The Unicorns of Market Research

Ben Gilgoff, Merck

Lisa Courtade, Merck

10:20: Data Collection in the Digital Age

Alex Kurián, Lucid

10:25: Social Listening 2.0: How Machine Learning Gets to the “Why” of Analytics

Errol Apostolopoulos, Crimson Hexagon

10:30: Building Relevant Cross-Channel Experiences

Sarah Beachler, SEPHORA

10:35: Unlocking the Power of the Brief: Building the Foundation for Great Creative and Flawless Partnerships

Abigail Hollister, AmeriInk

Betsey Pendergast, Luckie & Co

Brad White, Luckie & Co

10:40: The Winning Case Study of the Next Generation Market Research Award

10:45: The Allure of Cinema Advertising

Sarah Barosch, Screenvision Media

10:50: Segregating the US e-shopper Through Behavioral Data

Joaquim Bretcha, Netquest

Jason Brownlee, Netquest

10:55: The Winning Case Study of the Next Generation Market Research Award

11:00: Unlocking the Power of the Brief: Building the Foundation for Great Creative and Flawless Partnerships

Abigail Hollister, AmeriInk

Betsey Pendergast, Luckie & Co

Brad White, Luckie & Co

11:05: The Allure of Cinema Advertising

Sarah Barosch, Screenvision Media

12:30: Lunch

**1:45: Changing Global Brand Perceptions**

Nic Brandenberger, eBay

Thomas Walker, eBay

1:50: Leading Insights in a Technology-Centric Organization

Joe Stevens, Oracle

1:55: Is Design Thinking and Agile Limiting Your Innovation?

Dr. Joel Mier, University of Richmond

1:59: Leveraging Behavioral Science Insights to Drive Business Strategy

Janet Ziffer, Kimberly-Clark Professional

2:04: Winning in Her Purse

Kelley Styring, Shopper

2:09: This session will be presented by: Nationwide

For more info, visit www.themarketresearchevent.com.

1:45: Share Your Story Contact rachel.mcdonald@knect365.com to speak during this session.

2:30: How to Position Your MR Team to Wield Influence

Don Micallef, Discovery Communications

2:35: Virtual Reality First Experiences

Denise Brien, Oath; A Verizon Company

2:40: Driving Brand Relevance to Today’s Consumer

Beatrice Breben-Raubert, Tupperware Brands Corporation

2:45: Share Your Story Contact rachel.mcdonald@knect365.com to speak during this session.

2:50: Reasons to Smile: The Next Generation of Insurance Consumers

Kara Zinsmeister, United Concordia Dental

3:00: Share Your Story Contact elizabeth.hinkis@knect365.com to speak during this session.

3:15: Close of TMRE 2017
## PHARMA/HEALTHCARE

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:20</td>
<td>Chairman Welcome</td>
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<tr>
<td>1:30</td>
<td>Health Literacy: Improving Compliance Through Comprehension</td>
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<tr>
<td></td>
<td>Scott von Lutcken, Director-Customer Strategy, Merck</td>
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<td>Heather Turkoz, Associate Director, Market Research, UCB Pharma</td>
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<td></td>
<td>During this session, learn about the Health Literacy Initiative (HLI)</td>
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<td>that was created to provide today’s leaders in healthcare marketing</td>
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<td>research with the tools and understanding required to</td>
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<td>address the growing needs of those patients with a variety of health</td>
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<td>literacy levels.</td>
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| 2:00  | Market Research in the Age of Big Data                                  |
|       | Sandipa Dublish, Ph.D., Senior Director Market Research -                |
|       | Inflammation & Immunology, Celgene                                       |
|       | To be competitive, biopharmaceutical companies need to deliver patient-  |
|       | centered healthcare efficiently. This requires an understanding of a    |
|       | patients’ journey through the healthcare ecosystem, and their experience |
|       | living with the disease. Market researchers need to enhance their skill  |
|       | set beyond primary market research – gain a deep knowledge of secondary |
|       | data sources, and develop analytical skills to mine/integrate disparate |
|       | data sources.                                                           |

| 2:00  | Share Your Story                                                        |
|       | Contact rachel.mcdonald@knect365.com to speak during this session.      |

| 3:00  | Insights: The Hub of Successful Cross-Functional Alignment              |
|       | Dania Pohle, Jazz Pharma                                               |
|       | The most effective market researchers not only need functional expertise|
|       | but to connect, inspire, focus, and to help foster constructive dialogue|
|       | across the organization. By leveraging best practices in Organizational |
|       | Behavior and Change Managements, market researchers can take their     |
|       | influence skills to the next level.                                    |

| 3:30  | What to Say, Convey & When to Walk Away: How Implicit Methods Coupled   |
|       | With Explicit Emotional Mapping Can Drive Commercial Activation        |
|       | Eric Dolan, Associate Director, Johnson & Johnson Consumer, Inc.         |
|       | During this presentation hear how Johnson & Johnson studied consumers’  |
|       | conscious and non-conscious associations with GTC brands to reveal new  |
|       | ways of driving growth.                                                 |

## CPG

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<tr>
<td>1:20</td>
<td>Chairman Welcome</td>
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<tr>
<td>1:30</td>
<td>The Importance of Consumer-Led Branding</td>
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<td>Kim Leintz, Senior Marketing Research-Manager, Kimberly-Clark Corporation</td>
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<td>Utilizing a global illumination initiative, The Kimberly-Clark</td>
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<td>Huggies® team embarked on a journey to uncover deep-seeded needs and</td>
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<td>motivations that drive behavior of mothers around the world, with the</td>
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<td>goal of bringing key target segments to life. Discover how to use</td>
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<td>unconventional research to illuminate global segmentation, inform</td>
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<td>future innovation and strategic frameworks, and connect with</td>
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<td>customers with a deeper, emotional level.</td>
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| 2:00  | Share Your Story                                                        |
|       | Contact rachel.mcdonald@knect365.com to speak during this session.      |

| 3:30  | What to Say, Convey & When to Walk Away: How Implicit Methods Coupled   |
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## MEDIA & ENTERTAINMENT

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<tbody>
<tr>
<td>1:20</td>
<td>Chairman Welcome</td>
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<tr>
<td>1:30</td>
<td>Looking Back to Look Forward: Predicting Tomorrow’s TV Audiences</td>
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<td>Christie Kawada, Ph.D., SVP, Audience Science and Product Insight</td>
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<td>Innovation, Viacom Media Networks, Tom Grayman, VP, Product Insight</td>
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<td>Innovation, Viacom Media Networks</td>
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<td>Ever wonder what makes a show or network stand out from all the rest?</td>
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<td>In Viacom’s new Audience Science and Product Innovation Lab, the</td>
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<td>scientists are mixing up ‘small’ data and ‘big’ data points to guide</td>
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<td>predictions. Learn what drives viewer interest in programming,</td>
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<td>impressions of networks, and behavior toward shows.</td>
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| 2:00  | 21st Century and Beyond Ad Accountability                               |
|       | Margo Arton, Director of Ad Effectiveness Research, BuzzFeed            |
|       | BuzzFeed is testing/optimizing advertising offerings & offering        |
|       | advertisers measurement against content as part of the distribution     |
|       | platform offering. This wouldn’t have been possible or viable without a |
|       | fully automated platform from survey customization to graphical        |
|       | presentation of results. The result is 1/10th of the time & cost for 100%|
|       | of the ROI insights for BuzzFeed partners.                             |

| 3:00  | Using Online Polling to Develop Quick and Unique Hispanic Insights      |
|       | Roberto Ruiz, EVP, Strategy & Insights, Univision Communications Inc.  |
|       | The days of waiting for weeks to develop insights is over. Explore how  |
|       | to develop quick and relevant insights, and compare Hispanic and non-  |
|       | Hispanic behaviors. Hear examples related to economic sentiment, social |
|       | issues, media habits and brand preference.                             |

| 3:30  | Using Social to Demystify the Multi-Tasking Generation                  |
|       | Tiffany Sanders, Business Intelligence & Research, CBS                  |
|       | Learn how CBS is constantly innovating itself to reach Millennials and  |
|       | next generation “digital natives” by understanding where they’re going  |
|       | for content and how they’re interacting with social platforms to deliver|
|       | messages that will stick.                                               |

## FINANCIAL SERVICES

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<tr>
<td>1:20</td>
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<tr>
<td>1:30</td>
<td>Research + Data = Actionable Insights</td>
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<td></td>
<td>Rupak Bose, SVP of Decision Management, Citigroup</td>
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<td>Chelsie Zimny, VP Research &amp; Insights, Citigroup</td>
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<td>Does your company have a Data Science team and a Research team that</td>
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<td>work independently? Both are invaluable pieces of the puzzle,</td>
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<td>providing information in which to make better decisions. Let’s put</td>
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<td>those puzzle pieces together for a bigger, more coherent picture.</td>
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| 2:00  | Share Your Story                                                        |
|       | Contact rachel.mcdonald@knect365.com to speak during this session.      |

| 3:00  | Structuring Client Loyalty in the Age of Unstructured Data              |
|       | Tarun Dhot, Director, Advanced Analytics, Canadian Imperial Bank of     |
|       | Commerce                                                                |
|       | Share learnings of quantifying loyalty and how organizations can        |
|       | leverage the deluge of data available in the Big Data age. This talk    |
|       | delvers both techniques that enable fast analytics using this data and  |
|       | effective use of data can help monetize loyalty allowing them to        |
|       | build smarter strategies.                                               |

| 3:30  | How Charles Schwab Sees Through Clients’ Eyes                          |
|       | Jill Groark, Senior Manager, Research & Marketing, Charles Schwab        |
|       | Charles Schwab was named the top financial services brand in the        |
|       | Customer Quotient™ (CQ) study, which measures the brand qualities       |
|       | that customers value most. Success is largely the result of their “Through |
|       | The Clients’ Eyes” strategy, supported by an ongoing partnership with   |
|       | hundreds of engaged clients and prospects who, collectively, serve as   |
|       | trusted brand advisors.                                                 |
DIGITAL NATIVES: POST-MILLENNIAL SUMMIT

12:00: Registration & Lunch

Leveraging Insights to Win the Next Generation of Consumers

Millennials are all grown up now. How are you positioning to win market share with the next generation of consumers?

Over 75 million digital natives make up the strongest and most powerful consumer market we’ve seen in recent history. Brands need to understand this very targeted and demanding demographic to ensure they are communicating with them over the right channels, with the right content, and the right products.

Unite with a group of brand and insights leaders to ensure you get a better picture of how to penetrate this hot new market.

1:00: Welcome

1:15: Gen Z & The Engagement Economy
Jake Katz, VP, Audience Insights & Strategy, REVOLT MEDIA & TV
Gen Z & The Engagement Economy, unpacks a segmentation across Gen Z that identifies key digital personas marketers can use to increase engagement. The study also explores implications in cultural targeting, new rules stemming from the rise of Hip Hop as pop, increasing multiculturalism in the US, juxtaposed with rapidly growing political tension.

1:45: Gen Z Consumers: Gaining Control with the Onset of the Next Industry Disrupters
Dennis Devlin, CEO, Consumer Clarity
In this talk, you will learn insights on how you (and your clients) can be prepared, gain control, and market effectively to Gen Z.

2:00: Share Your Story
Contact elizabeth.hinkis@KNect365.com to speak during this session.

2:15: The Story of Kids Media
Theresa Pepe, VP, Marketing & Partner Insights, Viacom
Kids are at the forefront of so many media landscape changes. We have embarked on a major project to gather content consumption information across platforms in one place. The number of options have grown and as new platforms and devices have emerged, kids are incorporating it all into their media diet.

2:45: Afternoon Networking Break

3:30: The New Living Room
Renata Policicio, VP Fan and Media Intelligence, International, Global Markets, ESPN
A new study called “The New Living Room” investigates how new generations in Latin America consume sports and live events in this cross platform media landscape. It is a comprehensive research project that involves qualitative methodologies (groups and live experiences with sports fans), interviews with sports experts and a quantitative phase done in 3 main markets: Argentina, Brazil & Mexico.

4:00: Marketing in the Trump Age: New Rules for a New Reality
Peter Horst, Former Chief Marketing Officer, The Hershey Company
No matter where you stand politically, there’s no question that the environment for brand owners has changed in the Trump era. Marketers must address a whole new set of risks and opportunities in the heated public debate around the social and political issues of the day. The stakes have never been higher in an arena where consumers, associates and other stakeholders are watching brands’ actions—and inaction—and judging them relative to their values and expectations. All this comes at a time when consumers are already gravitating towards brands that demonstrate a sense of authenticity and purpose. Examine these new realities and risks, and discuss ways brand owners can approach navigating this new environment.

4:45: Creating Iconic Advantage: Don’t Just Milk the Cow, Butter it up!
Soon Yu, former Global Vice President of Innovation at VF Corp, author of the forthcoming book Iconic Advantage

Before chasing what’s new, consider innovating what’s OLD… Growing iconic brand and product franchises is a conscious and deliberate strategy for success, and requires strong and coordinated design, innovation, and marketing capabilities. Learn what new best practices are required to fully leverage this competitive advantage, especially in a world where consumers are gravitating towards fast fashion, commoditized products and new business models.

5:30: TMRE Exhibit Hall Tour
Led by: JoAnna Carey, Director, Consumer Insights & Research, Farmers Insurance

TMRE brings you the most comprehensive gathering of solution providers each year – all in one place, all at one time. And while that gives you a great opportunity to vet and select a potential partner, it can be overwhelming. Join us for a guided exhibit hall tour and get to know a few of our exhibitors before the main floor opens on Monday.

Tour features: isobar

6:00: Close of Pre-Day
8:30  **Chair Welcome: Welcome from your Conference Chairperson**

8:45  **Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked**
Adam Alter, NYT Best-Selling Author, *Drunk Tank Pink*, Professor of Marketing & Psychology, NYU Stern School of Business

What Makes New Technology So Irresistible? And How Can We Reclaim, and Command Attention? Facebook, Twitter, Netflix, Instagram, and the latest app or game keep us glued to our screens. Adam breaks down the latest insights into behavioral addiction — investigating what separates the irresistible from the forgettable. The answers draw from a broad range of case studies and research—from as far afield as the world of video game design and television script writing to app design and digital advertising. Why do people play the lottery despite losing time and again and facing impossibly long odds? Should you release upbeat products when the economy is thriving or when times are tough? Alter answers these questions and more in a keynote that explains the sharp divide between the instant sensation and the forgotten disaster.

9:30  **Neural Mechanisms of Musical Creativity**
Dr. Charles Limb, Musician, Francis A. Sooy Professor, Chief, Division of Otology, Neurotology and Skull Base Surgery, Director, Douglas Grant Cochlear Implant Center, Departments of Otolaryngology-Head & Neck Surgery and Neurosurgery, University of California San Francisco School of Medicine

Until recently, we knew little about how the brain is actually able to be creative. Dr. Charles Limb holds two professional titles that combine his personal passions—Professor of Otolaryngology and faculty of Peabody Conservatory of Music. And what else can come from that unique combination but an insatiable curiosity to find out how the brain works during musical improvisation? To try to unravel the neurological mysteries of creativity, Charles and his team put jazz musicians and rappers in a functional MRI brain scanner and watched as they improvised. Find out what his team uncovered about how the brain generates new ideas during the artistic creative process.

11:00 - 4:30:  Networking Breaks and Break-Out Sessions

5:15  **Keynote Panel: Commanding Influence: How Insights Leaders Can Take a More Impactful Seat at the C-Suite**
Moderator: Kristin Luck, Growth Strategist, Luck Collective & Founder, WiRE (Women in Research)

Driving the value of insights forward requires much more than just unearthing great data. You need to use that data to tell a story and command influence across the broader organization. Insight can, and should, be one of the most powerful vehicles for influencing decisions across the organization. How do you make that happen? Join these key industry leaders as they discuss the keys to taking a more powerful role in the C-Suite.

Christina Jenkins, Director, Global Business Marketing, North America, Twitter
Elizabeth Merrick May, Head of Customer Insights, Nest
Marina Kosten, VP Research – International Theatrical, 20th Century Fox
John Fernandes, Director, Marketing Insights & Analytics, Facebook

6:00  **Monday Night Cocktail Reception**

Featuring specialty drinks from:
11:00: Chairperson Welcome

11:15: Weaving Insights into the Decision Making DNA of Your Firm
Saratia Bhaqwat, VP, Market Intelligence, Fidelity Investments

As corporate researchers, we often wonder how much research and data actually impact business decisions. Making that impact greatly depends on building a pathway of influence. We will describe five critical behaviors you bring to your function to ensure that research is not an afterthought, but is in fact helping drive business decisions.

12:00: Optimizing Pack and Price for Online Retailing
Jessica Levison, Shopper Insights, NA eCommerce, Mondelez International
Bill Salazar, VP Client Solutions, SKIM

In the omnichannel ecosystem, manufacturers want to offer products that compete in all of the different channels. Online retailing is positioned as somewhere between the brand orientation of clubs and traditional stores, but with a healthy dose of consumer convenience. Manufacturers need to provide optimized assortments of products to fit in that position while appealing to consumers and generating profits. Learn how Mondelez met this challenge by understanding consumers’ motivations and determining optimal bundles based on pack type, size, brands, and price.

12:15: How Storytelling and Immersion Can Activate Quantitative Insights Within Your Organization
Ruchi Varshneya Senior Director, Global Market Insights and Strategy, Abbott Diabetes Care
Lori Tarabek, Global Market Insights, Abbott Diabetes Care

Learn techniques for sharing results from large quantitative studies with an eye towards activating the insights within your organization. Hear how storytelling to craft more impactful presentation decks and immersion activities and mixed media can engage your clients and help them internalize and evangelize the learning.

12:45: Lunch

2:15: How Storytelling and Immersion Can Activate Quantitative Insights Within Your Organization
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Learn techniques for sharing results from large quantitative studies with an eye towards activating the insights within your organization. Hear how storytelling to craft more impactful presentation decks and immersion activities and mixed media can engage your clients and help them internalize and evangelize the learning.

3:45: Metrics Redefined: Combining Traditional & New Metrics Rooted in Consumer Engagement for Marketers to Yield Optimal Campaign Performance
Lauren Zweifler, SVP, Strategic Insights and Research, NBCUniversal

Hear how a consumer-centric algorithm incorporating viewer, advertiser, and network chemistry and compatibility metrics was used to develop impactful cross-platform marketing campaigns that support business objectives. This methodology enabled NBCUniversal to move past age & gender demographics by quantifying the impact of consumer love for a brand, network or show.

3:45: Share Your Story
Contact rachel.mcdonald@knect365.com to speak during this session.

4:30: The New Cultural Mosaic: Keys to Creating Winning Mainstream and Multicultural Strategies
Manissa Romero-Martin, Chief Insights Officer, Cultural
Vanessa Strain, VP, President Multicultural & e-Commerce Strategy, Nielsen
Michelle Zweig, SVP, Media Analytics, Nielsen

Although billions are invested in online video advertising, advertisers still struggle with creating ads for in-feed social platforms. This session will discuss the best practices for advertising on social media and how you can pretest to maximize your ROI.

4:30: Eye Tracking, Facial Coding, & Virtual Shopping: The New Rules for Advertising Excellence in the Social Media and Online Video World
Wayne Huang, Research, Twitter

Although billions are invested in online video advertising, advertisers still struggle with creating ads for in-feed social platforms. This session will discuss the best practices for advertising on social media and how you can pretest to maximize your ROI.

4:30: Designing a Global Brand Health Program that is Holistic and Actionable
Nihan Brunton, Senior Director, Global Market & Digital Research, Marriott

Discover Marriott’s holistic approach to Global Brand Health program and its ability to bring actionable insights regarding the performance of the portfolio’s 50 brands against its competitors. The design of the program provides a leading indicator for future brand performance and areas to focus on for brand and portfolio strategies.
11:00: Chairperson Welcome
11:15: What was the Lift?
Mo Bhasin, Analytics, Nest
During this how-to guide for measuring impact at retail, explore how to evaluate the impact of in-store activities. You will learn how to avoid common pitfalls when measuring lift and leave with a foundation in designing good retail experiments and customer decision making.

12:00: The Next Paradigm Shift in Marketing, Artificial Intelligence
Ramkumar Ravichandran, Director Analytics & A/B Testing, Visa Inc.
AI is fundamentally altering all dynamics in our day-to-day lives, right from the way we consume and process information to what we buy to how we commute. This session will provide the strategic consideration, optimal execution path and relevant transformation levers required to achieve Marketing AI nirvana.

12:00: What’s Inside is Everything: Turning Focus Groups Inside Out
Meghann Seidner, VP Marketing, ZICO Beverages
ZICO has a long legacy of being scrappy. With the goal of optimizing our creative approach in 2017, we wanted more than merely consumer feedback and opinions generated by traditional testing. Learn how the ZICO team deepened resonance and relevance by taking the classic focus group model deeper, in order to inform a differentiated strategic direction both in the short term and beyond.

11:00: Chairperson Welcome
11:15: The Long and Short of Digital
Brent Snider, President/North America, System1 Research
Digital has been thought of as purely a short term activation tool that could yield great results without testing. But brands are learning that it is crucial to be able to test and predict the emotional effectiveness of digital creative. Learn how to use digital to more effectively to drive brand growth.

12:00: Gaining Knowledge from Experience
Monika Mandrakas, Market Researcher and Customer Advocate, Mutual of Omaha
Julie Brown, President, The Center for Strategy Research, Inc
Obtaining a complete understanding of customers’ experience has evolved as the gold standard in market research today. If, like us and Albert Einstein, you believe that the only source of knowledge is experience, learn about ways to better measure and improve upon your customers’ experience.

2:15: Linking Data Science Function to Value in Pharma Early Research & Development
Laura Aguilar, Senior Leader, Research and Early Development, Roche Innovation Center New York
This presentation will examine the journey of the creation of the Data Science function in Pharma Early Research & Development Informatics. Hear about Data Science Decision Support Service and how it’s managed in a global pharma research environment.

2:15: Spoiler Alert! Inside the Reinvention of the Hollywood Research Machine
Jon J. Penn, National Research Group
For more information visit www.themarketresearchevent.com

3:45: Driving Growth with Data Fusion
Julia Oswald, SVP, Strategy & Insights, Domino’s Pizza
Carley Metsker, VP Client Services, Directions Research
In an era of industry decline, Domino’s has managed to deliver year over year double digit growth. How do they do it? It all comes down to data. Learn how to efficiently synthesize existing data and provide insights for growth.

3:45: How to Build or Kill a Brand with Packaging Changes
Michelle Gansle, Director, Consumer Insights, Mars Confectionery
Packaging is a key form of communication and an important reason to believe in the overall brand proposition. We often under value the importance of testing packaging changes before implementing them into the market. Explore case studies and lessons learned on what to do and not to do when making pack changes.

3:45: From Polo Shirts to Pet Food: Breakthrough e-commerce Measurement
Ken Cassar, Principal Analyst and Vice President, Slice Intelligence
Joe Keating, Associate Director, Insight & Analytics, Hill’s Pet Nutrition
Categories such as books, music, and electronics were first disrupted by the fast growing e-commerce channel 15 years ago, but e-commerce disruption moved far more slowly in other categories. It is now clear that e-commerce is having a huge impact across the entire consumer products spectrum, from apples to Apple, from Ziploc to Zappos.

4:30: Surveys Lie, but Money Talks Customers aren’t Telling You
Andrew Robson, President & Chief Revenue Office, Earnest Research
Today’s forward-looking consumer insights and marketing professionals are working with Earnest Research to identify, in real time, a holistic view of their customers and what they value, without the time lag and biases inherent in surveys and questionnaires. Come explore the data that’s redefining market research, and learn to listen to what your customers aren’t telling you.

4:30: Millennials Mosaic: Peeling Back the Layers of the Multicultural Millennials
Beth Coleman, SVP, Marketing and Partner Insights, Viacom
Kassie Deng, Director, Marketing and Partner Insights, Viacom
Viacom’s new study reveals seven truths about Multicultural Millennials that you need to know. Uncover how this impacts your understanding of Millennials at large, and identify implications to keep in mind when trying to connect with this group.

4:30: This session will be presented by: Hall & Partners
For more information, visit www.themarketresearchevent.com.
8:45  Morning Welcome: Welcome from Conference Chairperson

9:00  Revisionist History: Uncovering Truths Hidden in Data
Malcolm Gladwell, NYT Best Selling Author, *David and Goliath, Blink, Outliers, and The Tipping Point*

Malcolm Gladwell is the author of five New York Times bestsellers. He has been named one of the 100 most influential people by TIME magazine and one of the Foreign Policy’s Top Global Thinkers. Malcolm will speak on his latest book-released in a 10-party podcast titled Revisionist History. In the weekly podcast, Malcolm re-examined an overlooked or misunderstood aspect of past events. Malcolm will describe how he used data in new ways to uncover hidden truths, and how the shift from print to digital allowed him to “unleash his emotional ID” and connect with consumers in whole new ways and build greater levels of empathy and connectivity.

10:00  Interview with Malcolm Gladwell: Unlocking New Opportunities for the Insights Industry
Malcolm Gladwell, NYT Best Selling Author, Dawn Cunningham, Chief Insights Officer, 3M

Malcolm Gladwell is the most prominent thought leader of our time. He has explored how ideas spread in the *Tipping Point*, decision making in *Blink*, the roots of success in *Outliers*, and the advantages of disadvantages in *David & Goliath*. 3M’s Chief Insights Officer will get in depth on how his big picture theories can be made actionable for the research industry. It will serve to unlock new opportunities for the industry as a whole, and reflect on how we need to adapt to the changing needs of our customers.

10:55 – 3:15: Networking Breaks and Break-Out Sessions

5:00  End User Panel: What do Chief Marketing Officers REALLY Want from Researchers
Amanda Hill, Chief Marketing Officer, A&E
Anna Fieler, Chief Marketing Officer, POPSUGAR
Peter Horst, retired Chief Marketing Officer, Hershey

Data has been commoditized—today the value of research lies in the way you connect the dots. Internal clients and end users aren’t looking for data—they’re looking for strategic recommendations on how to drive their business forward and grow the bottom line. In their quest to deliver on this new value proposition, researchers and insights leaders must evolve their skill sets quickly. This panel brings together cross-industry CMO “end-users” to understand their point of view. What do they really want from their insights and research teams and how can you adjust accordingly to ensure you are delivering bottom line impact.

6:00  Tuesday Night Cocktail Reception
### Track 1: Next-Gen Insights Leadership & Strategy

**10:55: Chairperson Welcome**

**11:00: Optimizing Insights to Impact Business Strategy**
Diana Gabbard, Director Consumer Insights, U.S. Cellular
Andrew Bernard, Vice President, Burke, Inc.

It’s one thing to tell a good story. It’s another to turn a good story into a solid, profitable business strategy. How do you breakthrough and leverage insights to impact business strategy? Integrate multiple sources of disparate data and then translates that data into comprehensive, compelling stories.

**11:45: Leading Organizational Change with Strategic Insights**
John Walthour, VP, UnitedHealth Group
Robbi Thatcher, Director, UnitedHealth Group

The healthcare sector of the economy is a complex and ever-changing landscape that historically has not been as customer-centric as other industries. Here how market research, insights and analytics is playing a leading role in driving an organizational shift toward customer centrality at UnitedHealth Group.

**2:00: Building a Team of Strategists with Research Expertise**
Risa Schwartz, Senior Director, Global Consumer Insights & Sensory, Tyson Foods

As the marketplace evolves, so does the definition of our expertise and talent required to understand the consumer, target stakeholders and strategy developers. Market research expertise has become only cost of entry to developing a strong consumer informed organization; with that comes a need for fostering learning and development, well beyond just technical, to enable a powerful Consumer Insights team. We look to our best research partners to play a critical role in team development through the use of unique research techniques, varying methodologies, and training that will enable our team to grow in their potential.

**2:45: The Passion of the Hispanic Sports Fan**
Jed Meyer, EVP, Corporate Research, Univision Communications

Who is the most passionate sports viewer, the fan that thinks about sports 24/7? Univision used a unique research technique to understand the passion of Hispanic and non-Hispanic sports fans. How many sports fans would forgo $1 million and rather have their favorite team win the championship? Learn the answer, and more insights about sports fans.

**3:30: Afternoon Networking Break**

**4:15: Connected Insight: How MR Can Return to Glory in a Digital World**
John Dick, CEO, CivicScience

In this presentation, hear how consumer insights teams are using large-scale web-based polling, linked to first-party and third-party data assets to drive more accurate segmentation, media planning, and measurement. Explore technologies being implemented that not only delivered measurable marketing ROI improvements but did so in a fast and strategic way.

**4:15: Share Your Story**
Contact rachel.mcdonald@knect365.com to speak during this session.

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### Track 2: Cutting Edge Technology & Trends

**10:55: Chairperson Welcome**

**11:00: The Next Great Luxury Adventure**
Chandler Mount, VP, YouGov Affluent Perspective, YouGov

There is a shift in the way affluent consumers think about luxury brands. A substantial part of the luxury market has shifted their purchase decisions off of traditional markers of quality, craftsmanship and service. Today’s affluent consumers embrace the new, being adventurous and creating life changing experiences. Learn about the mood to spend among global affluent consumers, the luxury cruise market, and what innovative products are attracting new customers.

**11:45: Predict Guest Expectations at Universal Orlando Resort**
Jennifer Avery, Director, Consumer Insights, Universal Orlando Resort

At Universal Orlando, discrete choice experimentation and conjoint analysis are used in the traditional way for product and service development and pricing. But the Consumer Insights team frequently uses conjoint in a number of unusual applications to better understand guest expectations for complex experiences including how guests would ride the Hogwarts Express.

**12:30: Lunch**

**2:00: Creative Research Techniques to Elevate Actionability & Impact**
Jason Kramer, Managing Director, Vital Findings
Jaideep Dore, Director of Global Consumer Insights, Mattel
Tim Twichell, Director, Global Insights, Deckers Brands
Monika Mandrakas, Market Researcher, Mutual of Omaha Insurance Co.

**2:45: How Cognitive Science Can Transform Data to Insights**
Terrae Schroeder, Senior Director, Wholesale and Shopper Insights, Kellogg
Emily Adkison, Insights & Planning, Consumer & Market Insights, Kellogg

The difference between data and insights is that insights embed context, memory structures and triggers for behavior. Explore breakthrough techniques to understand mental models, to drive better insights into innovation. Discover neuro-linguistics, mental mapping, and collecting behavioral data, to transform data to insights.

**4:15: Share Your Story**
Contact rachel.mcdonald@knect365.com to speak during this session.

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### Track 3: Insight Driven Innovation & Brand Engagement

**10:55: Chairperson Welcome**

**11:00: Weigh the Gray; How to Drive Uncertainty Out of Your Innovation Business Case**
Mike Maddock, CEO & Co-Founder, Maddock Douglas
Lusa Uriarte, EVP & Managing Partner, Maddock Douglas

Those charged with innovation in a large, established company know that you can’t measure the future the same way you measure the past. Therefore, the standard business case is meaningless. Learn the importance of insight driven innovation, and what it means from a process and cultural point of view. Better understand the research techniques used by innovation experts at Maddock Douglas.

**11:45: Beyond the Cart: Next-Gen Shopper Opportunities**
Ajisha Snow, Executive Vice President, Smarty Pants

Ever wonder how shifting parent-and-child family dynamics impact the shopping experience? Curious to know how today’s consumers will impact tomorrow’s commerce? Discover the truths behind how kids and their parents shop. With in-depth analyses, anecdotes, and hard facts, we explore the impact of media, retail and tech on families’ purchase decisions.

**2:00: Keeping it Real with Campbell: Bringing a Consumer-First Mindset to Innovation**
Carlos J. Barroso, SVP, Global Research and Development and Quality, Campbell Soup Company

The food industry is undergoing a profound change. Demographic and economic shifts in consumer tastes and consumption patterns is reshaping the way food innovators grow, make, market and sell food. Navigate this sea of change with a customer-first mindset, applying greater scientific rigor.

**2:45: Frito—Lay Doesn’t Need to Change How We Innovate!**
Jonathan McIntyre, SVP Research and Development, Global Snacks Category, PepsiCo

Hear a story of the ongoing journey of R&D and Category Management in PepsiCo’s Snacks business. Well, if it ain’t broke why fix it? Can you actually generate more impactful innovation? What does it take to make a historically successful organization and business, think and work differently?
### Track 4: Supercharging the Business with Data (Data Science & Analytics)

10:55: Chairperson Welcome

11:00: Data Science is from Mars and Market Research is from Venus  
Karim Kricorian, Director, Management Science & Integration, The Walt Disney Company

The explosive growth of Data Science as an area of focus seems to have pushed traditional MR to the wayside. Explore lessons learned from making a shift from MR to Data Science. Leverage the both worlds to maximize value and expand the impact of your work.

11:45: Transforming Analytics into the Game Changer for Your Business  
Nancy Rogers, Director, Strategic Analytics and Shopper Insights, Colgate-Palmolive

It’s not enough to just complete your advanced analytics. It is only effective when it is embedded into your company’s DNA. Discover the best practices that the Strategic Analytics team at Colgate-Palmolive have implemented to drive growth through Advanced Analytics with their commercial business partners.

#### Track 5: Winning Over the Savvy Consumer

10:55: Chairperson Welcome

Ipsos Connect

11:00: Modernizing the Iconic: Discovering the Power of Deep-Seeded Equity to Imagine a Way Forward  
Sheeba Philip, VP of Marketing, JCPenney

How can a 100+ year-old brand, retain its multi-generational legacy and sense of familiarity, while also being relevant to today’s trends? Hear how JCPenney developed a framework that is authentic to what the brand has always stood for, while still pushing the boundaries for where it could go.

11:45: This session will be presented by: Ipsos Connect

For more information, visit www.themarketresearchevent.com

12:30: Lunch

2:00: Creating a True Customer-Centric Organization With Big Data and Analytics  
Niclas Ohman, CPO, Neta AB, Sweden

Fredrik Torn, Ph. D., Head of Insight, Analytics, and Intelligence & Head of CRM, Coop Sverige AB

“Customer Centric” and “Data Driven” are sometimes considered to be opposites. We examine a nationwide grocery store to show that advanced analytics and complex insights, typically only shown to specialists or in board rooms, can be put in the hands, interpreted, and used with great results by an entire organization.

2:45: This session will be presented by: IBM

For more information, visit www.themarketresearchevent.com

### Track 6: Power Partnering: Maximizing the Client-Supplier Relationship

10:55: Chairperson Welcome

11:00: Blazing New Trails: Innovation and the Customer Journey  
Jason Ten-Pow, OnResearch Inc

Mike Moreno, Intel Corporation

Join us to find out how OnResearch and Intel Customer Support have pioneered new ways to look at Experience Design and Customer Journey Analytics to improve customer experience. Linking digital and physical interactions allows Intel to seamlessly connect how customers navigate through multiple channels (from online to offline), what they experience and how they feel at each step along the way.

11:45: Integrating Social, Digital and Mobile Insights to Innovate and Revamp Customer Experiences  
Deborah Campbell, VP Consumer and Marketplace Insights, Verizon

Meredith Paige, SVP User Experience, GfK

Verizon and GfK’s collaborative journey integrated social, digital, and mobile insights to revamp Verizon customers’ experiences. Learn how this agile engagement redesigned experiences across channels in a very short period of time that resulted in significantly higher sales through digital channels.

#### Track 7: Startup Showcase

**Chairperson Welcome**

Take command of technologies shaping the future of market research – visit www.themarketresearchevent.com for more info.

2:00: Putting Emotion into The Analytics  
Aaron A. Reid, Ph.D., Chief Behavioral Scientist, Sentient Decision Science

Stephen Springfield, EVP, Sentient Decision Science

For more information, visit www.themarketresearchevent.com

2:45: Experiential Research + Consumer Anthropology: How an Empathy Driven Approach Benefits All  
Jeff Seltzer, Managing Partner, Hypothesis

We live in a time of instant information, “fake news” and big data. How do we wade through the sea of information in order to get to the real Consumer Truths? Hear how we leveraged Consumer Anthropology and Experiential research, in order to discover what car buyers truly desire when it comes to new technology. Learn the 5 pillars of Empathy-Driven research that will allow you to cut through the clutter and connect with consumers in a meaningful way that drives business.

3:30: Afternoon Networking Break

4:15: Share Your Story  
Contact elizabeth.hinkis@KNect365.com to speak during this session.

4:15: Power of the Tribe  
Michael Forsberg, Director, Experience & Communications, Team World Vision

Team World Vision is able to mobilize thousands of non-runners to cross finish lines around the world. They studied the journey of the participant, identifying critical insights that led to years of strategic activation that has unlocked growth for the organization and repositioned them as owning the emerging revenue strategy for clean water projects.

4:15: e-Commerce Shopper Essentials: Now And In The Future  
This session will be presented by: C+R Research

Working on a strategy to foster e-loyalty with your shoppers? Curious as to what shoppers need from their digital experiences vs. their brick-and-mortar visits and why? We understand – it’s complicated. Gain tips on how to align your e-commerce strategy with shopper insights to help reduce some of the uncertainty.
8:30  **MORNING Welcome:** Welcome from your Conference Chairperson

8:45  **Storytelling with Data: Bringing Data to Life Through Pictures and Story**
Cole Nussbaumer Knaflic, Author, *Storytelling with Data: A Data Visualization Guide for Business Professionals*

Stories resonate and stick with your audience in ways that data alone does not. Why wouldn’t you leverage the power of story when communicating with data? Join this engaging session, during which Cole Nussbaumer Knaflic demonstrates the untapped potential of combining the magic of story with best practices in data visualization for communicating effectively with data. You’ll leave the session inspired to bring your data to life and make it a pivotal point in an overarching story that motivates your audience!

9:30  **We Are All Cyborgs Now: The Future of AI and Human Machine Interactions**
Amber Case, [Cyborg Anthropologist](https://www.ambercase.com), Author, *Calm Technology: Designing for the Next Generation of Devices*, fellow at Harvard University's Berkman Klein Center for Internet and Society, Visiting Research at the MIT Center for Civic Media

Our world is made of information that competes for our attention. What is needed? What is not? We cannot interact with our everyday life in the same way we interact with a desktop computer. Calm technology describes a state of technological maturity where a user’s primary task is not computing, but being human. The idea behind Calm Technology is to have smarter people, not things. Technology shouldn’t require all of our attention, just some of it, and only when necessary. Amber Case studies the symbiotic interactions between humans and machines — and considers how our values and culture are being shaped by living lives increasingly mediated by high technology. But will these machines ultimately connect or conquer us? Case offers surprising insight into our cyborg selves.

10:15  Morning Networking Break

10:20  **TMRE TOWN HALL! Postmortem: Election 2016**
James Newswanger, IBM

What happened? How are researchers and pundits explaining the polls (and odds) that predicted another winner? Bring your thoughts (and any data!) for a lively give-and-take conversation on the U.S. Presidential race in 2016.

10:55 - 3:15: Networking Breaks and Break-Out Sessions

3:15:  **Close of TMRE 2017**
TO REGISTER CALL 1.888.670.8200     EMAIL Register@KNect365.com
# SIX CONCURRENT BREAK-OUT TRACKS

## OCTOBER 25: TMRE DAY THREE

### TRACK 1  NEXT-GEN INSIGHTS  LEADERSHIP & STRATEGY

**10:55:** Chairperson Welcome

**11:00:** How Changing Technology and Generational Shifts Influence Effective Marketing
  - Kajoli Tankha, Senior Director Advertising Research, Microsoft
  - Jon Brand, SVP, Brand and Consumer Experiences, GfK
  - Natasha Stevens, SVP Digital Marketing Intelligence, GfK

The influence of changing technology in the midst of generational shifts continue to impact and shape how we market. Join Microsoft & GfK as we explore everything from consumers' values and lifestyles to their purchase journey and media consumption.

**11:45:** Unlocking the Emotional Code for Work: Redefine the Brand Experience
  - Samantha Dawkins, VP, Client Strategy & Advocacy, ADP TotalSource

Recognizing shifts in trends within the HR category, ADP set out to elevate the employee experience in order to deliver a differentiated brand experience. Learn how ADP is leveraging human truth to revolutionize business, and ultimately challenge a category that has been slow to change for years.

**1:45:** Changing Global Brand Perceptions
  - Nic Brandenberger, Director, Global Brand, eBay
  - Thomas Walker, Senior Director, Global Brand and Customer Insights, eBay

Learn how eBay leveraged consumer research to gain immediate insight into the consumer brand messages that would resonate most closely with buyers preferences, differentiate them from the competition and close some of its perception gaps in order to ultimately increase eBay consideration.

**2:30:** How to Position Your MR Team to Wield Influence
  - Don Micallef, VP, Research, Investigation Discovery, Discovery Communications

In the Broadway musical “Hamilton”, the character of Aaron Burr sings “I wanna be in the room where it happens.” Many Market Research teams find themselves echoing this same sentiment. But how do you get invited into the room to influence the decision makers?

**2:30:** Virtual Reality First Experiences
  - Denise Brien, Senior Director, Consumer Analytics & Research, Oath: A Verizon Company

Virtual Reality is the first new technology since smartphones to have truly transformative potential, yet there is much that we don’t know about it from the consumer’s point of view. We recently tapped into our onsite consumer lab and VR demo lab to gain foundational understanding of the consumer experience, and shed light on how to adapt our research processes to explore this new area.

### TRACK 2  CUTTING EDGE TECHNOLOGY & TRENDS

**10:55:** Chairperson Welcome

**11:00:** Creative Presentations: The Unicorns of Market Research
  - Ben Gilgoff, Executive Director, Global Customer & Brand Insights, Merck
  - Lisa Courtade, Head of Market Research, Merck

Like the mystical horned creature, you may only ever see a dynamic research presentation in your wildest dreams. Come hear how neuroscience, digital communities, and even brand trackers can be converted from standard research presentations into must see events.

**11:45:** Reconnect with your Roots: Seeing Customers with New Eyes
  - Brian Mack, US Market Intelligence Leader, Dow Agro Sciences

Increasing customer empathy in a company where many of your employees have spent a lifetime living as and servicing your customers can be a formidable task. Dow approached this challenge from the very beginning by reconnecting with its roots. Hear about this in-depth framework to holistically understand the end customer.

**1:45:** Leading Insights in a Technology-Centric Organization
  - Joe Stevens, Senior Director Market Insights, Oracle

Leading an insight team at technology-centric B2B companies can be both challenging and highly rewarding. This session will explore one team's journey to build relationships, establish credibility, and deliver actionable insights that support the efforts of Engineering, Product Management, Marketing and Sales organizations. We will explore methodologies and deliverables which offer insights differentiated from those more commonly available from industry analysts and syndicated research. We will examine what it takes to secure and maintain a seat at the table.

**2:30:** Virtual Reality First Experiences
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### TRACK 3  INSIGHT DRIVEN INNOVATION & BRAND ENGAGEMENT

**10:55:** Chairperson Welcome

**11:00:** The Allure of Cinema Advertising
  - Sarah Barasch, SVP Insights & Measurement, Screenvision Media

Lights, Camera, Action. Everyone loves the movies, but what makes it work so well to advertisers? Screenvision Media explores the psychological and emotional distinctions between cinema and television experiences and how these different settings impact memory and perceptions of advertised content.

**11:45:** Is Design Thinking and Agile Limiting Your Innovation?
  - Dr. Joel Mier, Lecturer of Marketing, University of Richmond

Design Thinking, Agile, Lean... these are heralded as improvements, aren't they? They promise speed and customer intimacy. These methodologies empower all in the enterprise to participate and engage with customers but is this really a good thing? Explore empirical views and suggestions on how you can improve these processes.

**2:30:** Driving Brand Relevance to Today's Consumer
  - Beatrix Brebien-Baumbert, Worldwide Strategic Insights Senior Director, Tupperware Brands Corporation

When you think of Tupperware what comes to mind? Certainly a unique and iconic territory but Tupperware cannot escape from the challenge of driving relevance for its brand among today’s busy women, including Millennials, to encourage attendance at parties and demonstrations, foster positive relationships with the brand and build loyalty. Tupperware is also faced with navigating a direct-selling model that can be perceived as pushy if not executed skillfully, as well as developing an updated image that evokes radiance, opportunities for women, positive and memorable experiences.

### Special Event

**3:15:** Close of TMRE 2017

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**To Register, call Terrence Johnson at 646.895.7425 or email terrence.johnson@knect365.com**
For years, the smartest brands have used social listening tools to keep tabs on their brand image and audience. But today that's not enough. New social media analytics tools, built on powerful machine learning and AI technologies, dive deep into the nuances of consumer sentiment and purchase intent and surface new trends.

11:00: Social Listening 2.0: How Machine Learning Gets to the “Why” of Analytics
Enrol Apostolopoulos, SVP Product, Crimson Hexagon

11:45: Segmented the US e-shopper Through Behavioral Data
Joaquim Bretcha, International Director/ESOMAR Council Member 2017-2018, Netquest
Jason Brownlee, CEO & Founder, Colourtex

Online sales in the USA accounted for 8.5% of total retail sales in the first quarter of 2017. Our attention to e-commerce is not only due to the relevance of its current share of the market, but more importantly to how it is shaping the retail business and consumers’ habits. Understanding consumers’ online and mobile shopping behavior is more necessary than ever before. Netquest will present a case study that will bring you the most up-to-date picture of the US e-shopper.

12:30: Lunch

1:45: Winning in Her Purse
Kelley Styring, Principal, InsightFarm

The humble handbag. For decades, it’s been a key link between the home, where consumer needs occur, and the marketplace, where those needs are fulfilled. Gain new insights from the 2017 study, In Your Purse: Archaeology of the American Handbag. The rise of technology has caused far-reaching changes even in this most ubiquitous fashion and life accessory.

2:30: Share Your Story
Contact rachel.mcdonald@knect365.com to speak during this session.

2:30: Reasons to Smile: The Next Generation of Insurance Consumers
Kara Zinsmeister, Senior Market Research Analyst, United Concordia Dental

This session focuses on a recent multi-part research program designed to help better understand future end-consumers. Using results around experiences and attitudes toward insurance products, United Concordia will move from being reactive to member needs to proactively providing for member’s oral wellness at every stage of their life.
TECHNOLOGY WILL CHANGE THE FACE OF INSIGHTS –
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Take Command of the Technologies Shaping the Future of Market Research at the ALL NEW START-UP SHOWCASE and the TMRE DEMO ZONE

ALL NEW Startup Showcase
Chaired by Germán Loewe, CEO,

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Speed to Decision – How Technology Can Change the Face of the MR Industry
Manish Mittal, SVP, Cross-Tab

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Wizer - The A.I.-based Consumer Research Solution
Idan Geva, Chief Business Officer, Wizer

Wizer is a consumer research platform that uses artificial intelligence to analyze your business questions and provide fast, affordable and in-depth market insights. By facilitating research and insight collaboration across the organization, Wizer supports better data-driven decisions.

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