

Machine Learning: Optimizing Ad Campaigns

11:00 - 11:30

AI for Insights & Analytics Summit

Join us for a Fireside Chat introduction to machine learning and its business applications. We'll cover specific examples of selecting a new ad campaign. We'll realize that ML can help by analyzing past campaign performance (e.g., attribution, marketing mix modeling), predicting future campaign success, targeting, and personalizing ad content. And we'll discover the organizational benefits of the role that machine learning plays in maximizing ad campaign effectiveness.

Participants

Michael Bagalman - Vice President, Business Intelligence and Data Science, STARZ

Double Your Research Productivity Through Practical Use Cases of AI

11:30 - 11:50

AI for Insights & Analytics Summit

AI technology has proliferated at a perfect moment when insight professions have more projects than bandwidth and more demands for quality in less time.

But what does this really mean for you among all of the hype and skepticism currently associated with AI?

Join quantilope's Co-Founder & CEO, Peter Aschmoneit and Director of Data Science, Jannik Meyners, for a presentation on the benefits of AI within research and a perspective on how to make AI approachable and applicable for research departments.

quantilope client Kwame Wireko, Growth Marketer at Nestlé R&D US Accelerator, even says: "At Nestlé R&D Accelerator...we see AI as critical in enabling quicker and more agile consumer research to unlock high-quality insights. It's exciting to see quantilope double down on building practical use cases of AI in consumer research with such tools built seamlessly into their platform.."

In this session, you will experience a demo of real, practical applications of AI across the entire research process within quantilope: from survey creation to data analysis, project summaries, and more.

Takeaways:

- Gain a basic understanding of how AI can work for your specific needs
- See how AI can double your research productivity
- Elevate the quality and efficiencies already ingrained into your processes

Register today!

Participants

Peter Aschmoneit - Co-Founder & CEO, quantilope

Jannik Meyners - Director of Data Science, quantilope

Insights AI for Market Research

11:50 - 12:10

AI for Insights & Analytics Summit

Dive into the future of market research with Insights AI. Uncover how advanced artificial intelligence transforms data into actionable insights, revolutionizing the way we understand and navigate the market landscape.

Participants

Lava Kumar - Founder & CPO, Entropik

Insights + AI: Operationalizing A Hybrid Approach

12:10 - 13:00

AI for Insights & Analytics Summit

The future is now regarding identifying the strengths and limitations of AI in consumer insights and understanding its role as a complementary tool. While AI can automate data collection, analysis, and interpretation processes to uncover valuable insights at scale, that's easier said than done. Myriad issues such as corporate firewalls, dynamic yet disparate, mostly unproven solutions that fit your organization must be found, tested and implemented by the right combination of teams. The insights function of course stands to benefit from predictive modeling, sentiment analysis, and clustering for in-depth consumer understanding. And so the key is identifying opportunities for hybrid approaches that combine AI techniques with traditional research methods. We discuss what can be done now based on current in-house resources and organizational hurdles apparent.

Participants

Christina Speck - Vice President, Corporate Strategy & Commercial Product, Blue Cross & Blue Shield of Rhode Island

Chris Whitely - Senior Director, Product Management (Data Science), Comcast

SCHEDULE

TMRE CONTINUED DAY 1: AI FOR INSIGHTS & ANALYTICS SUMMIT CONTINUED - 05/12/
2023

TMRE
Continued

Dec 5-7, 2023

TIME	AI FOR INSIGHTS & ANALYTICS SUMMIT
11:00	11:00 - Machine Learning: Optimizing Ad Campaigns 11:30 - Double Your Research Productivity Through Practical Use Cases of AI 11:50 - Insights AI for Market Research
12:00	12:10 - Insights + AI: Operationalizing A Hybrid Approach

Increasing Influence: About That Seat At The Table

11:00 - 12:00

Optimizing Talent & Increasing Influence

Shifting insights from being seen as a function to a capability in order to drive long-term sustainable growth is getting to be table stakes. Following their TMRE session, two senior insights executives that have worked for 5 iconic brands (IBM, Coca-Cola, eBay, Microsoft and American Express) discuss how to build an insights culture that has influence and is an indispensable partner in driving consumer-centric thinking and guiding decisions. You'll not only get lessons learned but these executives' take on how the session resonated through Q&A and feedback from the event so you benefit from suggested actionable takeaways while benchmarking with your peers.

Participants

Thomas Walker - Senior Director, Global Brand and Customer Insights, eBay

Christopher Frank - Author, Co-Faculty Director, Columbia University

Optimizing Talent: Evolving The In-House Team While Sourcing What's Missing

12:00 - 13:00

Optimizing Talent & Increasing Influence

An experienced group of well-groomed generalists? A dynamic team of specialists? A mix of both? What is the best team make-up for your organization as we make our way into 2024? There are myriad ways to answer the question...and that's before we count the intelligence that we can now access artificially. Join this discussion to come up with a game plan of how to evolve your in-house team while sourcing what's missing.

Participants

Shilpa Khanna - Assoc. Dir., Transformational Growth Insights, The Clorox Co.

Cory Lommel - Director - Consumer Insights, Cargill

SCHEDULE

TMRE Continued

Dec 5-7, 2023

TMRE CONTINUED DAY 2: OPTIMIZING TALENT & INCREASING INFLUENCE - 06/12/2023

TIME	OPTIMIZING TALENT & INCREASING INFLUENCE
11:00	11:00 - Increasing Influence: About That Seat At The Table
12:00	12:00 - Optimizing Talent: Evolving The In-House Team While Sourcing What's Missing

Capturing Consumers Through Sentiment Analysis

11:00 - 12:00

Blending Insights & Analytics

Precontemplation is a great place to be if your consumer also has cognitive thoughts or memories about your brand. But if you're stuck in the precontemplation state of your consumer without memory, additional steps must be taken. Actually identifying true consumer sentiment in the moment, and plotting the analytics of peak, pit and middle moments provides the opportunity to influence consumer adoption. So if gaining an understanding of peak-end memory bias and how it affects brand love is the goal, join this session.

Participants

Kajoli Tankha - Senior Director, Consumer Marketing Insights, Microsoft

David Evans - Sr. Research Manager, Microsoft

Blending Analytics & Insights To Drive Business Outcomes

12:00 - 13:00

Blending Insights & Analytics

- Understanding the mechanics of what is being shared
- Utilizing analytics as pathways to tell a larger story
- Orchestrating your story from data to insights
- Realizing the strategic summaries that can come from key sources
- Ensuring business stakeholder needs are truly reflected in the business outcomes Analytics & Insights produces

Participants

Doug Jensen - SVP Go-to-Market (GTM) Analytics & Activation and Learning Center of Excellence (COE), The Estee Lauder Company

Miles Drayton - Global Director, Planning and Integrated Insights, General Motors

Tom Gould - Director, Portfolio Analytics, Constellation Brands

SCHEDULE

TMRE Continued

Dec 5-7, 2023

TMRE CONTINUED DAY 3: BLENDING INSIGHTS & ANALYTICS - 07/12/2023

TIME	BLENDING INSIGHTS & ANALYTICS
11:00	11:00 - Capturing Consumers Through Sentiment Analysis
12:00	12:00 - Blending Analytics & Insights To Drive Business Outcomes