

SESSIONS

TMRE 2024 DAY 1 - 03/12/2024

TMRE: The Market Research Event

December 3-5, 2024
Loews Sapphire Falls Resort
Orlando

Badge Pick-Up, Breakfast & Industry Meetups

07:45 - 08:45

As a TMRE attendee, we want to ensure you have a smooth and energizing start to your day. Begin by picking up your personalized badge, the key to unlocking a world of knowledge and networking opportunities. Our friendly registration team will be ready to assist you, making the process quick and effortless. Once you have your badge in hand, it's time to indulge in a delicious and energizing breakfast spread, designed to kickstart your day on the right note.

You are also invited to make your way to the Spark Zone in the Expo Hall for networking by industry and interests:

- CPG & Food Services
- Retail
- Healthcare, Pharma & Biotechnology
- Financial Services & Insurance
- Media, Entertainment & Hospitality
- B2B
- Technology
- TMRE First-Timers

Welcome to TMRE 2024

08:45 - 09:00
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

KEYNOTE: A CENTURY OF CURIOSITY: P&G ANALYTICS & INSIGHTS DISCOVERING THE FUTURE

09:00 - 09:30
THE MAIN STAGE

As Procter & Gamble will celebrate 100 years of driving consumer experiences through insights in September, this keynote will drill down on the history of market research, its evolution and will look ahead to its prominent future. Kirti will also underscore the pivotal role of human-powered data, emphasizing it's not just numbers, but a reflection of human behavior. You will leave empowered to expertly decode consumer trends while utilizing next-gen technology and tools.

Participants

Kirti Singh - Chief Analytics, Insights & Media Officer, Procter & Gamble

Moderated Q&A

09:30 - 09:45
THE MAIN STAGE

Participants

Kirti Singh - Chief Analytics, Insights & Media Officer, Procter & Gamble

David Boyle - Founder, Audience Strategies

MARQUEE KEYNOTE: LEVERAGING AI TO REVEAL HUMAN MOTIVATION

09:45 - 10:15
THE MAIN STAGE

CMO Ericka Podesta McCoy of Resonate explores understanding AI-driven insights in marketing and human motivation. While demographics initially provided a broad understanding of audiences for marketers, their limitations are painfully evident today. A more effective approach involves deeper audience segmentation that considers attributes like values, motivations, and preferences, using data-driven insights to precisely target individuals at a human level.

Participants

Ericka McCoy - CMO, Resonate

Morning Networking Break & "Meet the Author" with Elizabeth Oates in the Expo Hall's Spark Zone

10:15 - 11:00
THE MAIN STAGE

The TMRE Expo Hall is the beating heart of the conference, bustling with the latest advancements in technology and the most cutting-edge partners in the industry. Be sure to take time to visit each booth to hear about the latest and greatest in GenAI for consumer insights, ResTech, CX/UX, data analytics, DIY research and so much more!

Also take time to visit the Expo Hall's Spark Zone. The center of all the action.

You can also stop by to meet Elizabeth Oates, author of *More Than Just Interesting: How to Build an Insights Function for Impact*

With more than 20 years of experience as an Insight leader, Elizabeth Oates knows that Insights teams have a critical role to play in the success of their organizations. And that success is driven through action, so every Insights team must be "more than just interesting."

Using direct, actionable recommendations and many real-world examples, her new book ***More Than Just Interesting*** shares specific steps to make a business consumer centric with strategies to win market share and succeed in the long term. This unique guide for creating winning Insights functions guides Insight team leaders to uncover meaningful insights to drive actions based on consumer needs, and in their roles as managers and mentors, develop outstanding Insights professionals.

While most successful business leaders see the value in consumer centricity, it's still the job of Insights leaders and the professionals they mentor and manage to claim seats at the decision-making table and prepare their organizations to be consumer centric. Here at last is a guide to undertaking this challenging task with confidence.

Participants

Elizabeth Oates - Author, More Than Just Interesting

Welcome with Appinio

11:00 - 11:10
TRACK 1: INSIGHTS BEST PRACTICES

Participants

Jonas Fürle - Senior Manager Client Relations - United States & NA, Appinio

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Welcome with Material

11:00 - 11:10

TRACK 2: CURRENT & FUTURE TRENDS

Participants

Maury Giles - SVP, Growth, Material

Christine Cottrell - EVP, Strategy & Insights, Material

Welcome with Burke

11:00 - 11:10

TRACK 3: HUMAN-POWERED INSIGHTS

Participants

Michele Johnson - Vice President, Client Services, Burke

Welcome with Glass

11:00 - 11:10

TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

Participants

Lauren Deraleau - Head of Research, Glass

Welcome with OvationMR

11:00 - 11:10

TRACK 5: AI & NEXT-GEN TECH

Participants

Michel Jones - CFO & People Leader, OvationMR

Strategic Research Workshops: Fueling Stakeholder Alignment and Action

11:10 - 11:40

TRACK 1: INSIGHTS BEST PRACTICES

In today's fast-paced world, many internal stakeholders can get caught up in the daily demands of their jobs and forget to take a step back and really think about how to turn their research findings into actionable strategies. Hormel and C+R Research teamed up for an interactive workshop that brought together a cross-functional team to collaborate and share ideas that maintained a shopper-centric focus, streamlined planning efforts, and provided inspiration for future creatives and communications.

In our session, we'll reveal ways to improve research utilization to make your job easier and more effective. Join us to learn key tips and takeaways for:

1. **Cultivating a Safe, Focused, and Fun Environment:** Learn how to foster an atmosphere of trust, encouraging collaboration and innovative thinking.
2. **Building Ideas Together:** Uncover how leveraging research and collaborative brainstorming can generate stronger solutions to move your business forward.
3. **Crafting a Clear and Concise Playbook:** Develop a clear and concise playbook summarizing workshop results, providing a go-to resource for internal teams and agency partners for future inspiration and planning efforts.

Participants

Kathleen Blum - Vice President, Shopper Insights, C+R Research

Jenny Rechner - Shopper Insights Manager, Hormel Foods

The Future of NPD: Why Social Prediction is a Game-Changer for Glanbia Performance Nutrition (GPN)

11:10 - 11:40

TRACK 2: CURRENT & FUTURE TRENDS

The NPD process is fraught with subjective opinions, evidence gaps, small sample sizes, and an increasingly complex and fast-changing consumer. No wonder failure rates remain so high!

That's why pioneering CPGs like Glanbia are using Black Swan Data's Social Prediction AI to break the mold. It delivers always-on, granular level trend intelligence that drives speed, science, and confidence into the innovation process.

Join the session for a case study of how Glanbia is leveraging this technology to predict future consumer behavior and deliver reliably successful product launches to market.

Participants

Nikolas Pearmine - Chief Strategy Officer, Black Swan Data

Shiho Ng - Senior Manager, Insights & Analytics, Glanbia Performance Nutrition

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Reimagining Community: How Warner Bros. Discovery is Embracing an Agile, Mobile-First Approach to get High-Quality Insights, Fast

11:10 - 11:40
TRACK 3: HUMAN-POWERED INSIGHTS

Warner Bros. Discovery is a premier global media and entertainment company offering audiences the world's most differentiated and complete portfolio of content, brands and franchises across television, film, streaming and gaming.

A leader in its industry, Warner Bros. Discovery is also a pioneer in insight communities. The company has been running communities for decades now, and has come to rely on this type of research to support business-wide initiatives.

In the last few years, the company decided to elevate its Warner Bros A-List Community and reimagine research. It used Rival Tech's conversational, mobile-first platform to diversify recruitment sources and better engage with hard-to-reach audiences like Gen Zs.

Today, the company leverages Rival to improve the member experience, increase the volume of research studies, and accelerate time to insights. In this session, they'll share best practices they've learned throughout the journey and share practical tips for boosting the ROI of your insight community.

Key takeaways:

- A mobile-first, conversational approach can reduce barrier to entry, allowing companies to attract a wider audience and engage hard-to-reach groups
- Increasing engagement and focusing on the member experience help improve data quality, enable agility and accelerate speed to insights
- Proving the ROI of your community is possible through a thoughtful approach that considers both research and business objectives

Participants

Jennifer Reid - Co-CEO and Chief Methodologist, Rival Group

Sofia Gomez Garcia - Executive Director in Innovation, Special Projects & Global Community Management, Warner Bros. Discovery

Fireside Chat: Could Qual at Scale be the New Quant?

11:10 - 11:40
TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

In this fireside chat, we will dive into how AI is changing the game for Qual at Scale and if it could be the new Quant. Clodagh from The Coca-Cola Company will share how the new reality of qualitative research at scale can be a paradigm shift for global brands.

Key Takeaways:

- How technology is enabling near real-time qualitative insights at scale.
- Discussion of quality and the importance of empathy at scale.
- Concrete examples of how and why Coca-Cola unlocks qual at scale to solve key business challenges.

Participants

Jonas Nielsen - CSO, GetWhy

Clodagh Forde - Senior Director Human Insights, The Coca-Cola Company

Navigating the Synthetic Data Landscape: Unleashing New Frontiers in Market Research

11:10 - 11:40
TRACK 5: AI & NEXT-GEN TECH

This presentation will share the landscape of synthetic data, shedding light on its fundamentals, generation processes, and ethical implications. Yogesh will explore the transformative role of synthetic data in shaping the future of market research, offering detailed insights into its applications for training AI models, facilitating privacy-compliant data sharing, and bolstering consumer testing. By dissecting the advantages and addressing the challenges—including bias and accuracy concerns—this talk aims to unveil the full potential of synthetic data as a pivotal tool for innovation. Furthermore, he will peer into the horizon, discussing emerging trends, ethical considerations, and the evolving regulatory framework surrounding synthetic data. Designed to inform and inspire, this presentation will illuminate the path for market researchers to leverage synthetic data, driving forward-thinking strategies and solutions in an era of data-driven decision-making.

Participants

Yogesh Chavda - Director, Center for Marketing Solutions, University of South Carolina

Virtual Session: Banking on Emotions in an Analytical World: Gaining Internal Buy-In for New Research Approaches

11:10 - 11:40
TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Join us for an insightful session as we unveil a compelling case study showcasing how to leverage creative research methodology in analytics-focused environments. Market researchers at Capital One sought to bring human emotion and perspective into strategy discussions surrounding the bank. To best understand the thoughts, feelings, perceptions, and behaviors around banking, the team conducted emotional inquiry interviews, an abstract method to assess underlying emotions among consumers. Working closely with Brandtrust, Capital One was able to establish buy-in and trust with key stakeholders and decision makers throughout the research process. Don't miss this opportunity to learn effective tactics for leveraging unique research methodologies that can help uncover strategic insights.

Key takeaways include understanding how to:

- Engage with key stakeholders to establish trust in the research process
- Create buy-in by involving stakeholders in all phases of the research
- Develop compelling narratives that help inform strategy

Participants

Lauren Angel - Principal Associate, Market Research, Capital One

Laura Catalani - Market Research Team Lead, Capital One

Panel: DIY Research: Promises, Pitfalls and Proof of Concept

11:45 - 12:15
TRACK 1: INSIGHTS BEST PRACTICES

In an era where efficiency is paramount, the demand for agility and resourcefulness drives teams towards DIY research methods. This panel delves into the benefits of in-house research approaches (and when it may not be best to do) as well as share failures, lessons learned and explore best practices and success stories that showcase the powerful impact of DIY research when it's done right.

Participants

Moderator: Carly Shira - Senior Director of Sales and Enablement, Highlight

Panelist: Cory Lommel - Director - Consumer Insights, Cargill

Panelist: Gabriel Dorosz - Executive Director, Audience Strategy & Insights, New York Times Advertising

Panelist: Tim Hall - Co-Founder, Simpporter

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How AI & Digital Transformation are Redefining Consumer Behavior

11:45 - 12:15

TRACK 2: CURRENT & FUTURE TRENDS

The rapid pace of digital transformation and AI advancement is reshaping consumer behavior. As soon as new technology is adopted, it already feels like it's become obsolete. Join Katie Gross, President, Suzy, as she digs into the latest data from our consumer insights platform to help you better understand consumer behavior and enhance your market research with AI. Don't miss this talk if you're looking for the latest consumer data around digital transformation and the practical steps you need to effectively integrate AI into your work stream.

Participants

Katy Emerson - EVP, Customer Success, Suzy

Mary Lois Smith - Senior Director, Market Research, Suzy

Panel: The Whys that Lead You to the Now Whats: Leveraging Behavioral Science for Agile Insights

11:45 - 12:15

TRACK 3: HUMAN-POWERED INSIGHTS

We'll focus on how using behavioral science can provide deeper and more efficient insights into customer and shopper behavior. A science-based approach allows you to understand not just what consumers do, but why they do it, offering quicker, more relevant insights and enabling more effective strategies. This approach to market research can lead to significant improvements in your marketing efforts and business outcomes. Our panel will discuss how they've leveraged this process and share its ROI with you.

Participants

Moderator: Jesse Itzkowitz - Chief Behavioral Scientist, Ipsos

Panelist: Heiko Schäfer - Global Head of Insights Excellence, Kimberly-Clark

Panelist: Daniel Blatt - Sr. Director CX Insights Lead, Pfizer

Panelist: Lara Manuel - Director, Consumer Insights, Prudential Financial

Data Analytics and Insights in Action for CPG

11:45 - 12:15

TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

Corporations are investing in Data, Analytics and Insights capabilities at staggering levels. The rate of spend is likely to accelerate going forward, keeping pace with advancements in AI and other tech capabilities, as Big Data and CPG worlds intersect.

Unlocking the value of Data, Analytics and Insights lies in actionability that drives growth. In this session, we will explore this and look at some use cases of their intersection to inform action.

Participants

Shivani Shah - Senior Insights Leader, Church & Dwight Co., Inc.

Winning Stakeholders through Wizards, Wristbands and AI Wonders: Casting the Magic of Psychographic Segmentation

11:45 - 12:15

TRACK 5: AI & NEXT-GEN TECH

You want to understand what Harry Potter, Spotify playlists and social darts have to do with innovative methodologies and stakeholder management? Then you are in the right place!

In this session, Kellogg's Sr. Director, Insights & Strategy, Michelle Raab, and Appinio's Director of Research, Louise Leitsch, will explore the pivotal role of stakeholder management and change enablement in successfully adopting new research methodologies. Drawing from their collaboration on an extensive psychographic segmentation project for Kellogg's cereal brands, they will address the challenges of securing buy-in from stakeholders inside and outside the company for new, cutting-edge methodologies, particularly when they may not share the same enthusiasm for complex data analysis.

By attending this session, attendees will gain:

- Valuable insights aimed at transforming seemingly "dry and exhausting" research into engaging and relatable narratives
- Effective strategies to creatively address stakeholders' concerns, personalize data to enhance relatability and make it fun, as well as accommodate diverse learning styles and information processing techniques
- Tips for how to deliver insights in engaging and unexpected ways that bring the research to life and spark engagement with newly introduced methodologies.

Participants

Louise Leitsch - Director of Research, Appinio

Michelle Raab - Senior Director, Insights & Strategy, WK Kellogg Co

Virtual Session: Critical Aspects of Career Development in a Changing Market Research Industry

11:45 - 12:15

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

The market research landscape is changing at a rapid pace, with the promise of groundbreaking innovation around every corner. However, only when practitioners master the fundamentals can they realize the full potential and value of market research and drive innovation within it. Further, an investment in training leads to enhanced benefits both to employees and to company performance. During this session, we will present the latest data from a global study of market research professionals, their career satisfaction, and the industry's future trajectory, along with a new wave of data collected in 2024.

- Examine the latest data from an industry-wide study, conducted among a global sample of market research and insights practitioners, designed to help the industry gain a deeper understanding of the state of our profession and the vital role that training plays.
- Learn more about how market research professionals view their profession, how satisfied they are with their careers, and how they see the future of market research.
- Understand what market research professionals prioritize when it comes to education, upscaling, and training opportunities - and why it should matter to managers and employers.

Participants

Ed Keller - Executive Director, Market Research Institute International (MRII)

Anthony Jackel - Director of Consumer Analytics, Ferrara Candy & MRII Board of Director

Fireside Chat: Unfiltered Truth: Mixing AI with Social, Behavioral, and Data Sciences

12:20 - 12:50

TRACK 1: INSIGHTS BEST PRACTICES

This open and thought-provoking discussion with Jennifer Avery, Senior Vice President, Strategic Insights at Universal Destinations & Experiences, and Jim Whaley, CEO of OvationMR, will distill the process of blending traditional research methods and AI through the lens of social, behavioral, and data sciences. The conversation will dive deep into how this also translates into a better return on insights while on the journey to curate outstanding customer experiences at Universal.

Participants

Jim Whaley - CEO, OvationMR

Jennifer Avery - Senior Vice President, Strategic Insights, Universal Destinations & Experiences

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Tracking Mental Availability & Advantages with Organic Valley

12:20 - 12:50

TRACK 2: CURRENT & FUTURE TRENDS

In this session, Organic Valley's Senior Director of Consumer Strategy, Tripp Hughes, and quantilope's Senior Solutions Consultant, Gianna Saladino, will introduce a new approach to dynamic brand health tracking based on recent work from Professor Jenni Romaniuk and the Ehrenberg-Bass Institute. This new approach focuses on category entry points, mental availability, and mental advantages.

This session will highlight how to drive action from your brand health tracker and showcase learnings from Organic Valley's early adoption of this innovative new approach to tracking.

Participants

Tripp Hughes - Senior Director of Consumer Strategy & Insights, Organic Valley

Gianna Saladino - Senior Solutions Consultant, quantilope

Shift Retail Lab: A Vision for the Future of Customer Insights and Product Innovation

12:20 - 12:50

TRACK 3: HUMAN-POWERED INSIGHTS

Shift Retail Lab is a 2x Fast Company honoree as a World Changing Idea and Innovation by Design winner. This urban storefront and customer discovery lab is generating a new generation of innovators, entrepreneurs, and transforming market research in the process.

Participants will learn:

- How underrepresented founders are leveraging market trends to thrive at Shift.
- How stackable credentials are educating entrepreneurs and disrupting traditional education.
- Why the future of retail will be hybrid (e-commerce and brick and mortar)

Participants

Dr. Garret Westlake - Associate Vice Provost for Innovation, Virginia Commonwealth University

Lloyd Young - Director of Innovation and Design, VCU Shift Retail Lab

Benchmarking the Best: Leveraging Competitive Insights to Drive New Product Development and Portfolio Optimization

12:20 - 12:50

TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

In a market saturated with products competing closely on price, packaging, and performance attributes, distinguishing through deep competitive insights has become paramount. L'Oréal's Evaluation Intelligence consumer performance team leverages a sophisticated benchmarking program to decode the competitive landscape from a consumer viewpoint, guiding future product innovations and renovations.

This talk will provide an overview of the objectives and approach of our benchmarking program. The program includes large scale blind at-home use tests with a mix of L'Oréal key pillars and top performing or growth driving competitors across product categories: Hair care, Skin and Makeup.

Our goals include pinpointing portfolio strengths, identifying potential whitespaces or underserved areas, decoding user profiles, and linking them to sensory perceptions for informed product design and strategic portfolio enhancements. We will share how this initiative enables us to:

- Measure blind product performance vs. market competitors.
- Understand the drivers of liking in the beauty category.
- Identify opportunities for renovations and innovations.

Participants

Wisdom Wordui - Associate Principal Scientist, L'Oréal

Fireside Chat: Colgate Media Effectiveness – WOW!

12:20 - 12:50

TRACK 5: AI & NEXT-GEN TECH

Join an engaging discussion on how Colgate-Palmolive drives stronger media effectiveness through an integrated insights learning system. Cory Cunningham, Director of Insights for Oral Care will discuss C-P's ways of working through a digital transformation, elevating ad tracking into a tactical media planning tool and learning system. Together, we will discuss the how, when, and where Colgate drives impact tailored to specific brand outcomes like building awareness and consideration at the equity and sub-brand level.

Key Takeaways:

- Media is the biggest chunk of marketers' budgets and offers the best opportunity to develop relationships with consumers. Developing a systematic media measurement system drives significant ROI.
- Media optimization requires close and frequent collaboration across insights, marketing, and agencies to continuously optimize and course correct for maximum effectiveness.
- One size does not fit all; the media landscape is dynamic and ever-changing. Understanding how media channels, tactics and tools impact different brand outcomes at higher efficiency will make any marketer smile.

Participants

Kathy Lesner - SVP, Client Director, Toluna

Cory Cunningham - Director, Oral Care Insights, Colgate-Palmolive

Virtual Session: Understanding the Evolution of Wellbeing for a Premium Food Retailer

12:20 - 12:50

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

The wellness landscape is rapidly evolving in the context of food and beverage. Design, coding, emerging trends and symbols play a crucial role in this mega trend of our time and provides a way to unlock the why behind certain behaviors.

Key Takeaways:

- The emergent semiotic coding of wellness in the food sector
- The evolution of care: sustainability and animal welfare are directly linked to the concept of wellness
- A conceptual framework to tie it all together.

Participants

Fathima Paruk - Trends & Insights Analyst, Woolworths (South Africa)

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Networking Lunch

12:50 - 14:00
Networking Lunch

Inaugural Women in Insights Luncheon

***Attendance is by RSVP Only**

12:50 - 14:00
Women in Insights Luncheon

Join TMRE for an inaugural Women in Insights Luncheon! This is your opportunity to connect with seasoned and emergent women in the Insights field and take part in an intimate networking session among peers.

*Attendee for this is by RSVP only. Want to learn more? Reach out to Katie Flash at katie.flash@informa.com.

Participants

Antoinette Staples - Senior Director, Customer Insights & Success, McKesson

Collette P. Eccleston, PhD - SVP, Center for Human Understanding & DEI Lead, Material

Christine Cottrell - EVP, Strategy & Insights, Material

Failure to Launch

14:00 - 14:15
SPARK SESSION 1

Understanding why products succeed or fail in the market is crucial for brands and marketers. Panera and Prodege recently partnered to address unexpected challenges faced by Panera's latest product launch, despite positive initial reception. During this session you'll gain insights into critical questions: was the product executed correctly in stores and what were the consumers' perception/interaction with the product when they take it home. By leveraging Prodege's unique two-pronged mobile missions/IHUT approach, we'll demonstrate how to gather immediate feedback on product execution, shopper experience and satisfaction.

We'll cover everything from assessing shelf potential, evaluating in-store execution, and understanding consumer interaction through real-time feedback. The case study of Panera Everything Ranch will show how shoppers with high purchase intent buy, try, and report back on their experience, revealing if the product meets expectations. Don't miss this session as we illustrate how the collaboration between Panera and Prodege bridged the gap between purchase intent and market performance, offering strategies to prevent potential failures and ensure product success.

Participants

Mike Linck - Vice President, Prodege

Veronica Summers - CPG Category Lead, Panera Bread

Mind Over Market: Coca-Cola's Psychological Edge in Consumer Behavior

14:00 - 14:15
SPARK SESSION 2

Dive deep into the psychology of consumer behavior with Coca-Cola and Alpha-Diver. Uncover the hidden drivers and barriers shaping purchase decisions, and discover a revolutionary approach to understanding your competition. This case study will equip you with powerful insights to motivate Interest and drive Action in your target market.

You'll learn:

- The 14 drivers that underlie consumer decisions in the real world.
- The 14 barriers that hinder behavior (way beyond price). The fresh way to frame competition and drive preference.

Participants

Hunter Thurman - President, Alpha-Diver

Clodagh Forde - Senior Director Human Insights, The Coca-Cola Company

How Generative AI is Helping Transform Insights Teams into Strategic Powerhouses

14:00 - 14:15
SPARK SESSION 3

Join Dr. Naira Musallam at the forefront of innovation as we dive into the statistics and practicalities of utilizing this new technology in consumer insights. Learn about how innovative teams are using generative AI, implementing cutting-edge business strategies, and streamlining their insight operations while gaining deeper insights at a speed and efficiency level that has never existed in the industry. Consider this the innovation blueprint that will drive the future of consumer understanding.

Participants

Naira Musallam, PhD - Co-Founder and Co-CEO, SightX

Just-Right Brand Tracking for Bob's Discount Furniture

14:00 - 14:15
SPARK SESSION 4

Bob's was looking to build a strong Brand Tracking program-- one that was robust, reliable, tailored to their specific business and needs...and affordable. In this session, Brendan Baby, VP of Marketing at Bob's Discount Furniture and Lauren DeRaleau, Head of Research & Strategy at Glass, will share how they designed a tracking solution that truly "fit."

Participants

Lauren Deraleau - Head of Research, Glass

Brendan Baby - VP Insights and Analytics, Bob's Discount Furniture

Unlocking the Power of Emotional Insights in a World of Data-Driven Advertising

14:00 - 14:15
SPARK SESSION 5

In today's advertising world, traditional metrics like impressions and reach are no longer enough to guide successful campaigns. In this session, led by Lauren Zweifler- a 30 year Data, Measurement & Insights executive in the media space (ex NBC, Screenvision, Discovery) and Big Village's Jennifer Adams, a 20 year leader in the Market Research Online Community (MROC) space, we will explore the evolution of media activations and the need for more nuanced and emotionally impactful data-driven insights. While "big numbers" such as Super Bowl viewership stats provide useful context, understanding the authentic and emotional *why* behind these figures is essential. For example, when 70% of consumers claim to love college football, the real value lies in uncovering the deeper attitudes, behaviors, and human needs and wants driving this statistic.

We'll examine how the consumer media journey has evolved with the proliferation of platforms--TV, digital, social, and streaming--and the need for insights that go beyond simple ad exposure to understand real message impact. We'll also discuss how qualitative tools like Digital Hives and online communities offer rich, actionable insights that bring quantitative data to life by capturing emotional reactions and the underlying reasons behind consumer behaviors. These insights are essential for crafting more effective creative strategies and maximizing brand equity. By blending qualitative and quantitative data, marketers can optimize ad strategies, improve customer lifetime value, and create stronger emotional connections with their audiences.

Participants

Jennifer Adams - SVP, Digital Hives and Online Communities, Big Village

Lauren Zweifler - Former SVP Insights & Research, NBCUniversal

Virtual Session: All Things Insights Interviews with Insights Leaders

14:00 - 14:15
TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

How Human Truth Builds Better Brands - And Might Just Save The World!

14:20 - 14:50

TRACK 1: INSIGHTS BEST PRACTICES

What if I told you the world is a story you tell yourself, based on experiences and emotions you've had in the past? Come hear the completely unbelievable and totally true story of what shapes our experience of reality – and why brands and insights teams can't afford to ignore it. In an age of AI everything, if we don't take the time to understand people's deeper beliefs and motivations for decision-making, we miss the chance to build connections that lead to irrational preference, enduring loyalty, and – just maybe – the key to bridging some of our most vexing societal divides.

- Learn about mind-blowing, science-backed theories of human meaning making that have direct impact on how brands can conduct better research and develop more effective strategies
- See examples of what happens when brands get deep human insight right – as well as the risks of getting it wrong
- Understand the importance of complementing (or even correcting) AI tools with deep human insight

Participants

Alex Millet - Managing Director, Brandtrust

Chris Hoel - Director of Research, Brandtrust, Inc.

Amplifying Brand Power: How Sound Captures Attention and Drives Lasting Impact

14:20 - 14:50

TRACK 2: CURRENT & FUTURE TRENDS

Sound has incredible power to capture our attention, evoke emotion, trigger memories, and influence our behavior. From the jingles that get stuck in our heads to the iconic sound bites that immediately bring a brand to mind, sonic elements are deeply embedded in our everyday experiences. In today's crowded marketplace, brands strive to stand out and make a lasting impression. While visual elements like logos, typography, and color schemes are often emphasized, sound plays an equally crucial and often underappreciated role in defining brand identity. '

Join CEO Dr. Aaron Reid of Sentient Decision Science and President Lauren McGuire of Made Music Studio for an illuminating session on the transformative power of sound in advertising. Discover compelling evidence on how integrating sound into your creative can significantly enhance your ad's breakthrough potential. Through real-world industry examples, you'll witness the cutting-edge application of Emotion AI in analyzing and measuring emotional responses to various sounds. Learn how this behavioral science technology enables brands to refine their audio elements for maximum emotional impact and lasting brand resonance.

Key Takeaways:

- Discover how Emotion AI can be leveraged to measure and amplify the emotional impact of sound in your advertising campaigns.
- Learn strategies to harness audio for capturing attention and forging deeper connections with your audience.
- Explore best practices and case studies that highlight successful sonic strategies.

Participants

Aaron Reid - Founder & CEO, Sentient Decision Science

Lauren McGuire - President, Made Music Studio

Exploring the Human Factor: Harnessing Psychological Principles to Interpret Primary Research

14:20 - 14:50

TRACK 3: HUMAN-POWERED INSIGHTS

Using a real-world case study involving operational changes to a ride experience, we uncover the fascinating complexities that drive consumer reactions. Faced with interpreting seemingly discordant data, we leverage the work of scientists to illuminate the underlying truths and decipher the driving forces behind consumer ratings. Join us as we explore an accessible, yet often overlooked, lens through which we can evaluate survey data and gain actionable insights into consumer behavior.

Participants

Jessica Golson - Director, Consumer Insights, Universal Destinations & Experiences

Fireside Chat: Domino's & Zappi: Building a Connected, Iterative Advertising System to Create Winning Campaigns Every Time

14:20 - 14:50

TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

In this talk, Karen Sharp, SVP, Global Enterprise Customers at Zappi, along with Kathy Gaynor, Manager, Research Science at Domino's Pizza, and Sarah Goslin, Associate Manager, Research Science, Global Analytics at Domino's, will discuss the creation of Domino's "You Tip We Tip" marketing campaign, from inspiration through execution.

The speakers will explore how Domino's identified and addressed consumer's tipping fatigue, and developed a marketing campaign to inspire repeat customers. By partnering with Zappi, Domino's leveraged an iterative advertising development process to produce highly effective creative and create a win-win for consumers and employees alike.

Key Learnings:

1. Transforming consumer pain points into powerful marketing opportunities to drive brand loyalty and engagement.
2. How to utilize a connected data asset to inspire and create innovative and effective creative campaigns.
3. The value of iterative advertising development to ensure campaigns maximize impact and effectiveness with consumers.

Participants

Moderator: Karen Sharp - SVP, Global Enterprise Customers, Zappi

Speaker: Kathy Gaynor - Manager, Research Science, Domino's Pizza

Speaker: Sarah Goslin - Associate Manager Research Science, Domino's Pizza

SESSIONS

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Orlando

Reimagining Pricing Research: AI Agents and System 2 Thinking

14:20 - 14:50

TRACK 5: AI & NEXT-GEN TECH

Most pricing methodologies seek to uncover System 1 thinking (those automatic, gut-level responses) to prices, as we assume they mirror the instantaneous decision-making of most consumers in today's market. Yet, for business to business (B2B) and highly involved consumer purchases, we know that decisions are far more methodical, thoughtful, and effortful. Given this reality, Burke and Microsoft partnered to build a custom Generative AI Pricing Chatbot to activate System 2 decisioning, which has allowed Microsoft to derive more trustworthy demand curves for their B2B environment.

In this session, you'll gain insight into:

- The fundamental differences and benefits of system 2 vs system 1 thinking in pricing research
- How generative AI allowed us to create a better pricing ladder (Gabor-Granger) exercise for our business context
- Microsoft's success in engaging more effortful, rational pricing decisions (system 2) and consequently more trustworthy demand curves

Participants

Mike Deinlein - VP, Corporate Innovation, Burke

Kirstin Hamlyn - Senior Research Manager, Microsoft

Virtual Session: All Things Insights Interviews with Insights Leaders

14:20 - 14:50

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Predicting Alienation with a Whole Consumer Perspective

14:55 - 15:25

TRACK 1: INSIGHTS BEST PRACTICES

There is a great deal of product innovation associated with keeping FMCG products on shelves and in consumers' minds for years, decades, or even longer. After a product is launched and established in the marketplace, brands shift from the New Launch mindsets to Maintenance and Renovation mindsets, nurturing a different set of tactics to respond to marketplace pressures such as competition, supply chain disruption, consumer needs evolution, or other consumer and economic pressures. Strategic product testing is required to risk mitigate these changes and predict consumer alienation, adoption, or something between to guide brands through various lifecycle stages to renewed growth.

In this presentation, Nestlé will discuss their track record of billion-dollar brands that have been on shelves and in consumers' hearts for decades or longer. Then, Nestlé and Curion will share how they partnered together to review and update risk mitigation strategies for product changes to the Beverage portfolios, leading to an official process change at Nestlé. Finally they will discuss the value of expanding alienation measurements beyond tactical quantitative information to a more wholistic consumer perspective.

Participants

Michael Nestrud - VP, Research & Innovation, Curion Insights

Mike Coffel - Manager, CMI, Nestlé

Trends: How Drivers of Change Can Be Sources of Stability

14:55 - 15:25

TRACK 2: CURRENT & FUTURE TRENDS

When thinking about trends we often focus on understanding what is new and emerging, excitedly identifying new areas to pivot to. But company strategies need to be stable to be successful, so how can we identify trends that endure and illuminate paths of growth through periods of upheaval? Clorox built its 2019 IGNITE strategy around 4 megatrends that remained drivers through the pandemic, despite social distancing, supply disruption, and more, but even as they have endured, they have also evolved. Join us to hear about how Clorox is tracking the change in these spaces, and how that is changing our approach to Insights and Strategy.

Participants

Kristen Griffith - Insights Director, Dynamic Deployment & Consumer Learning Center, The Clorox Company

Panel: How to Keep Humanity at the Core of Market Research

14:55 - 15:25

TRACK 3: HUMAN-POWERED INSIGHTS

In an age of advancing technology and data-driven insights, it's crucial to remember the human element, especially through the lens of consumer insights. This panel of experts will explore strategies for keeping humanity at the heart of market research, the power of intuition and human-powered insights, and ways to capture the strength of human behavior and decision making.

Participants

Panelist: Jessica Lilie - Vice President, Research, Insights and Analytics, Sutter Health

Panelist: Alan Moskowitz - Vice President of Consumer Insights, C Space

Panelist: Teresa Correa-Pavlat - Consumer, Business, Insights & Analytics Lead, Brand & Incubator, Haleon

Moderator: Casey Mohan - VP, Qualitative Insights & Strategy, CMB

New York Times Games, Cooking, Sports and Shopping: Researching the Value of Highly Engaged Audiences

14:55 - 15:25

TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

As The New York Times has evolved, so has its audience and the many ways they engage. Over the last few years, The Times has used research and data in multiple ways to better understand its audience, their attitudes, behaviors and actions; and to identify and communicate their value to advertisers. In this session, Gabriel Dorosz, Head of Audience Strategy & Insights for New York Times Advertising, will explore findings and lessons learned for fellow research and insights professionals.

Participants

Gabriel Dorosz - Executive Director, Audience Strategy & Insights, New York Times Advertising

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Using AI to Conduct Qualitative and Quantitative Surveys: A Case Study and Demonstration

14:55 - 15:25
TRACK 5: AI & NEXT-GEN TECH

In today's fast-paced market research environment, understanding rapidly shifting audience interests is critical. This session will demonstrate how Engage, an advanced AI interviewing tool, rapidly conducts interviews and extracts information across consumer profiles. You will learn how surveys conducted by an AI interviewer make it possible to collect 500 high-quality qualitative interviews in under an hour, including theme extraction, segmentation, insights generation, and mixed-methods data analysis.

CloudResearch, in collaboration with Dow Jones, will demonstrate the details of the AI interview process, how the tool effectively extracts insights, and conducts segmentation based on qualitative data, and how these insights can be used to shape content. Presenters then discuss how this innovative approach can be used more broadly to gain qualitative and quantitative insights at a scale, speed, and accuracy that has never been achieved before.

Participants

Leib Litman - Chief Research Officer, CloudResearch

Shubh Punj - Senior Associate, Customer Insights, Dow Jones

Virtual Session: All Things Insights Interviews with Insights Leaders

14:55 - 15:25
TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Smart Conversations: How AI is Redefining Qualitative Research

15:30 - 15:45
SPARK SESSION 1

Today more than ever reaching and truly understanding your target audience is crucial. At the same time, the demand for speed, quality, and cost-efficiency remains a priority. Can AI really achieve qualitative insights at a quantitative scale, enabling a faster and deeper understanding of your target audience?

Join P&G and Prodege as we unveil insights from a collaborative "research on research" project, which evaluated whether AI-powered Qualitative Conversations could replace traditional Quantitative methodologies to recruit the Right Participants—those who fit the desired target audience and exhibit the necessary articulation and appropriateness for qualitative research.

Attend this session to:

- Unlock innovative techniques that elevate your research impact
- Gain insights on achieving time efficiencies from data collection to final participant selection
- Hear from P&G on why embracing these advanced methodologies is critical for staying ahead in the competitive landscape of consumer research

Participants

Susan Stacey - Senior Director, Client Solutions, Prodege, LLC

Charlie Rader - Baby and Family Care PRT NA, Procter & Gamble

Elevate Your Brand: A Cultural Deep Dive into Global Audiences

15:30 - 15:45
SPARK SESSION 2

In today's interconnected world, understanding cultural nuances is essential for businesses seeking to expand their reach and connect with diverse audiences. Nina Ocon, former Director of Latino Programming at Peacock and NBC Universal, will discuss with Robert Pierson the critical role of cultural sensitivity in market research and how it can be leveraged to drive deeper insights and elevate your brand. Through real-world examples and expert analysis, you'll discover how to:

- Identify cultural barriers and transform them into opportunities for growth.
- Develop culturally relevant marketing strategies that resonate with diverse audiences.
- Harness the power of market research to uncover hidden cultural insights.

Participants

Robert Pierson - SVP, Americas, Borderless Access

Nina Ocon - Former Director of Latino Programming, Peacock and NBCUniversal

From Ideation to Impact: AI Solutions for Ad Concept Testing

15:30 - 15:45
SPARK SESSION 3

The advent of AI introduces a whole range of new opportunities to revolutionize ad concept testing. Now, rather than create first and test later - you can test first and create around the concept delivering the greatest impact for your brand. In this presentation we walk through the range of new possibilities in this exciting new frontier.

Participants

Phillip Lomax - Executive Vice President of Business Development, MediaScience

Next Generation Brand Tracking

15:30 - 15:45
SPARK SESSION 4

Reinventing the collection and processing of brand perception data. This session summarises the results of 5 years of research into how advanced analytics, non-incentivized responses and ad-based sampling can make brand tracking more reliable, efficient and scalable.

Key Takeaways:

1. Explore how non-incentivized sampling eliminates panel fraud generating more reliable data
2. A new way of collecting survey data through a dynamic question attribution logic in real-time
3. Bayesian statistics can significantly increase the reliability of segmentations into small audiences

Participants

Nico Jaspers - Founder and CEO, Latana

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Haleon's New Human-Centric Approach to Demand Spaces

15:30 - 15:45
SPARK SESSION 5

Getting health in more hands is a pillar of Haleon's go-forward growth strategy. A key element of this strategy is driving more conversations with more people across the matrix of demand spaces that they serve, which go far beyond traditional demographic categories. Join Haleon's US Portfolio Insights Lead, Litthya Baez, and Discuss' Chief Growth Officer, Adam Mertz, as they walk through how Haleon's Consumer and Shopper Insights team is radically transforming their approach to understand how consumers behave, what they prefer, and why they choose certain products at specific times.

In this session, you'll will learn and hear about:

- Haleon's demand spaces and the impact of human centricity can have on demand spaces
- Specific examples such as in the women's wellness space, where this new approach led to learning a wealth of knowledge about key categories
- Where Litthya and team are planning to go in 2025 and beyond in creating a central internal hub for all of these in-depth conversations and the technology to help glean insights faster than ever before

Participants

Jim Longo - Co-Founder & Chief Strategy Officer, Disuss.io

Litthya Baez - US Portfolio Lead, Consumer & Shopper Insights, Haleon

Virtual Session: All Things Insights Interviews with Insights Leaders

15:30 - 15:45
TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Afternoon Networking Break & AI Carousel in the Expo Hall's Spark Zone

15:45 - 16:15
Networking Break & AI Carousel in the Expo Hall's Spark Zone

Join us in the Spark Zone for the AI Carousel! Here, you will see 5-minute rapid-fire presentations on all things AI. Don't miss out on this high energy format for bite-sized content on the latest and greatest in AI tech for market research.

1. **Transforming Insights with AlphaMetricX** with Cassin Duncan, **Infovision Social**
2. **Get Dialed In: Ad-Testing Video Tech for Focused, Nuanced, Actionable Insights** with Krystal Rudyk, **itracks**

Participants

Cassin Duncan - Senior Director, Digital Intelligence, InfoVision, InfoVision

Krystal Rudyk - Marketing Manager, itracks

Marketing's 2025 Insight Agenda

16:15 - 16:45
TRACK 1: INSIGHTS BEST PRACTICES

What do Chief Marketing Officers need from their insights teams in 2025? In this session, marketing effectiveness experts WARC share three trends for the new year based on their new Marketer's Toolkit 2025, backed by data, examples and input from leading CMOs. They explain why doubling down on consumer insight is key to helping marketers gain influence across their organizations.

Participants

Paul Coxhill - President, LIONS Insight/WARC

Session TBD

16:15 - 16:45
TRACK 2: CURRENT & FUTURE TRENDS

Applying Behavioral Science: From Insight to Impact

16:15 - 16:45
TRACK 3: HUMAN-POWERED INSIGHTS

In market research, unlocking the why of human behavior can be a complex challenge. But uncovering insights is only half the battle, as insights professionals must then integrate the insights into their organizations.

Join us on this journey where insights aren't mere data points but integral plot twists. As the former Director of Behavioral Science and Insights at Frontier Communications, Sabrina Lakhani uses behavioral science to discover insights AND facilitate transformative internalization and socialization experiences to maximize impact.

Participants

Sabrina Lakhani - Former Director, Behavioral Science, Research, & Insights, Frontier Communications

The Power of First-Party Data in Driving Connection Between Brands and Consumers

16:15 - 16:45
TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS

When harnessed in the right way, data drives analytics, which informs insights and inspires action. Leaders from NBCUniversal's Advertising & Partnerships division will highlight how the company has heavily invested in data science and analytics to unlock actionable insights for improved decision making for brand partners as they navigate a complex media landscape. See how NBCUniversal leverages rich first-party (1P) data to partner and consult with brands, empowering them to closely connect their messages, products, and services with the right audiences within content, tones, and themes that resonate deeply and ultimately maximize media effectiveness.

Participants

Tracy Kwan - VP, Insights & Measurement, NBCUniversal

Leah van Zelm - SVP, Data Science, NBCUniversal

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Fireside Chat: Building the Right Tech Partnerships: A "Finger Lickin' Good" Recipe for Success

16:15 - 16:45
TRACK 5: AI & NEXT-GEN TECH

Are you searching for the tools to make data magic happen?

Join this fireside chat with KFC's Consumer Insights and Market Intelligence Manager Renee Reeves to learn the recipe for building the right tech partnerships to foster a culture of innovation and set your insights team up for success.

Key topics will include:

- What to look for when searching for new tools to add to your tech stack.
- The importance of two-way transparency, collaboration, and comprehensive onboarding with tech partners.
- Change management strategies to ensure all members of your insights team feel equipped and confident in their day-to-day tasks.
- How Renee's longstanding partnership with Cint paved the way for smooth onboarding and adoption of the new Cint Exchange Platform for the KFC insights team.

Participants

Ryan Fletcher - Customer Success Consultant, Cint

Renee Reeves - Consumer Insights and Market Intelligence Manager, KFC U.S.

Michelle Darcy Clarke - Chief eXperience Officer, Cint

Virtual Session: All Things Insights Interviews with Insights Leaders

16:15 - 16:45
TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Welcome Back to the Mainstage

16:50 - 16:55
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

KEYNOTE: INSIGHTS & INFLUENCE IGNITED: LEADERSHIP, IMPACT & THE ART OF STORYTELLING

16:55 - 17:20
THE MAIN STAGE

This keynote will spotlight how true leadership is not always about wielding the best tools, but rather hinges on the ability to drive a pathway to influence with purpose and authenticity. Through creative storytelling methods and showcasing how the insights function truly is a strategic organizational partner, Stefania will take you on her real-world journey and share lessons learned from leading insights and analytics at Domino's pizza.

Participants

Stefania Gvillo - SVP, Chief Analytics & Insights Officer, Domino's Pizza

Moderated Q&A

17:20 - 17:35
THE MAIN STAGE

Participants

Stefania Gvillo - SVP, Chief Analytics & Insights Officer, Domino's Pizza

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

Wrap of Day 1

17:35 - 17:40
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

Let's Glow Crazy! Opening Night Cocktails & Connections

17:40 - 18:40

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07:00	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups	07:45 - Badge Pick-Up, Breakfast & Industry Meetups
08:00	08:45 - Welcome to TMRE 2024														

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09:00	<p>09:00 - KEYNOTE: A CENTURY OF CURIOSITY: P&G ANALYTICS & INSIGHTS DISCOVERING THE FUTURE</p> <p>09:30 - Moderated Q&A</p> <p>09:45 - MARQUEE KEYNOTE: LEVERAGING AI TO REVEAL HUMAN MOTIVATION</p>															

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10:00	10:15 - Morning Networking Break & "Meet the Author" with Elizabeth Oates in the Expo Hall's Spark Zone														

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11:00		<p>11:00 - Welcome with Ap-pinio</p> <p>11:10 - Strategic Research Workshops: Fueling Stakeholder Alignment and Action</p> <p>11:45 - Panel: DIY Research: Promises, Pitfalls and Proof of Concept</p>	<p>11:00 - Welcome with Material</p> <p>11:10 - The Future of NPD: Why Social Prediction is a Game-Changer for Glan-bia Performance Nutrition (GPN)</p> <p>11:45 - How AI & Digital Transformation are Re-defining</p>	<p>11:00 - Welcome with Burke</p> <p>11:10 - Reimagining Community: How Warner Bros. Discovery is Embracing an Agile, Mobile-First Approach to get High-Quality Insights, Fast</p> <p>11:45 - Panel: The Whys that Lead You</p>	<p>11:00 - Welcome with Glass</p> <p>11:10 - Fireside Chat: Could Qual at Scale be the New Quant?</p> <p>11:45 - Data Analytics and Insights in Action for CPG</p>	<p>11:00 - Welcome with OvationMR</p> <p>11:10 - Navigating the Synthetic Data Landscape: Unleashing New Frontiers in Market Research</p> <p>11:45 - Winning Stakeholders through Wizards, Wristbands and AI Won-</p>	<p>11:10 - Virtual Session: Banking on Emotions in an Analytical World: Gaining Internal Buy-In for New Research Approaches</p> <p>11:45 - Virtual Session: Critical Aspects of Career Development in a Changing Market</p>								

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			Consumer Behavior	to the Now Whats: Leveraging Behavioral Science for Agile Insights		ders: Casting the Magic of Psychographic Segmentation	Research Industry								
12:00		12:20 - Fireside Chat: Unfiltered Truth: Mixing AI with Social, Behavioral, and Data Sciences	12:20 - Tracking Mental Availability & Advantages with Organic Valley	12:20 - Shift Retail Lab: A Vision for the Future of Customer Insights and Product Innovation	12:20 - Benchmarking the Best: Leveraging Competitive Insights to Drive New Product Development and Portfolio Optimization	12:20 - Fireside Chat: Colgate Media Effectiveness - WOW!	12:20 - Virtual Session: Understanding the Evolution of Wellbeing for a Premium Food Retailer	12:50 - Networking Lunch	12:50 - Inaugural Women in Insights Luncheon *Attendance is by RSVP Only						

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14:00		<p>14:20 - How Human Truth Builds Better Brands - And Might Just Save The World!</p> <p>14:55 - Predicting Alienation with a Whole Consumer Perspective</p>	<p>14:20 - Amplifying Brand Power: How Sound Captures Attention and Drives Lasting Impact</p> <p>14:55 - Trends: How Drivers of Change Can Be Sources of Stability</p>	<p>14:20 - Exploring the Human Factor: Harnessing Psychological Principles to Interpret Primary Research</p> <p>14:55 - Panel: How to Keep Humanity at the Core of Market Research</p>	<p>14:20 - Fireside Chat: Domino's & Zappi: Building a Connected, Iterative Advertising System to Create Winning Campaigns Every Time</p> <p>14:55 - New York Times Games, Cooking, Sports and Shopping: Re-</p>	<p>14:20 - Reimagining Pricing Research: AI Agents and System 2 Thinking</p> <p>14:55 - Using AI to Conduct Qualitative and Quantitative Surveys: A Case Study and Demonstration</p>	<p>14:00 - Virtual Session: All Things Insights Interviews with Insights Leaders</p> <p>14:20 - Virtual Session: All Things Insights Interviews with Insights Leaders</p> <p>14:55 - Virtual Session: All Things Insights Interviews with In-</p>			<p>14:00 - Failure to Launch</p>	<p>14:00 - Mind Over Market: Coca-Cola's Psychological Edge in Consumer Behavior</p>	<p>14:00 - How Generative AI is Helping Transform Insights Teams into Strategic Powerhouses</p>	<p>14:00 - Just-Right Brand Tracking for Bob's Discount Furniture</p>	<p>14:00 - Unlocking the Power of Emotional Insights in a World of Data-Driven Advertising</p>	

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					searching the Value of Highly Engaged Audiences		sights Leaders								
15:00							15:30 - Virtual Session: All Things Insights Interviews with Insights Leaders			15:30 - Smart Conversations: How AI is Redefining Qualitative Research	15:30 - Elevate Your Brand: A Cultural Deep Dive into Global Audiences	15:30 - From Ideation to Impact: AI Solutions for Ad Concept Testing	15:30 - Next Generation Brand Tracking	15:30 - Haleon's New Human-Centric Approach to Demand Spaces	15:45 - Afternoon Networking Break & AI Carousel in the Expo Hall's Spark Zone

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TIME	THE MAIN STAGE	TRACK 1: INSIGHTS BEST PRACTICES	TRACK 2: CURRENT & FUTURE TRENDS	TRACK 3: HUMAN-POWERED INSIGHTS	TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS	TRACK 5: AI & NEXT-GEN TECH	TRACK 6: VIRTUAL CONTENT IN THE EX-PO HALL'S SPARK ZONE	NET-WORKING LUNCH	WOMEN IN INSIGHTS LUNCHEON	SPARK SESSION 1	SPARK SESSION 2	SPARK SESSION 3	SPARK SESSION 4	SPARK SESSION 5	NET-WORKING BREAK & AI CAROUSEL IN THE EX-PO HALL'S SPARK ZONE
16:00	<p>16:50 - Welcome Back to the Mainstage</p> <p>16:55 - KEYNOTE: INSIGHTS & INFLUENCE IGNITED: LEADERSHIP, IMPACT & THE ART OF STORYTELLING</p>	<p>16:15 - Marketing's 2025 Insight Agenda</p>	<p>16:15 - Session TBD</p>	<p>16:15 - Applying Behavioral Science: From Insight to Impact</p>	<p>16:15 - The Power of First-Party Data in Driving Connection Between Brands and Consumers</p>	<p>16:15 - Fireside Chat: Building the Right Tech Partnerships: A "Finger Lickin' Good" Recipe for Success</p>	<p>16:15 - Virtual Session: All Things Insights Interviews with Insights Leaders</p>								

SCHEDULE

TMRE 2024 DAY 1 - 03/12/2024

TMRE: The Market Research Event

December 3-5, 2024
Loews Sapphire Falls Resort
Orlando

TIME	THE MAIN STAGE	TRACK 1: INSIGHTS BEST PRACTICES	TRACK 2: CURRENT & FUTURE TRENDS	TRACK 3: HUMAN-POWERED INSIGHTS	TRACK 4: THE INTERSECTION OF INSIGHTS AND ANALYTICS	TRACK 5: AI & NEXT-GEN TECH	TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE	NET-WORKING LUNCH	WOMEN IN INSIGHTS LUNCHEON	SPARK SESSION 1	SPARK SESSION 2	SPARK SESSION 3	SPARK SESSION 4	SPARK SESSION 5	NET-WORKING BREAK & AI CAROUSEL IN THE EXPO HALL'S SPARK ZONE
17:00	<p>17:20 - Moderated Q&A</p> <p>17:35 - Wrap of Day 1</p> <p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>	<p>17:40 - Let's Glow Crazy! Opening Night Cocktails & Connections</p>

SESSIONS

TMRE 2024 DAY 2 & AI IN ACTION SUMMIT DAY 1 - 04/12/2024

TMRE: The Market Research Event

December 3-5, 2024
Loews Sapphire Falls Resort
Orlando

Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI

08:00 - 09:00

To deepen the connections and conversations from yesterday morning, we invite you back to the Spark Zone to your respective industry, but to specifically discuss GenAI's impact on it.

Things to think about ahead of time are: How has GenAI positively or negatively impacted my job and industry? What are some the best use cases for it within my industry? What is GenAI's future state in our industry? What do I need to do as an insights professional in my industry to keep pace with GenAI?

The discussion will be through the lens of these industries:

- CPG & Food Services
- Retail
- Healthcare, Pharma & Biotechnology
- Financial Services & Insurance
- Media, Entertainment & Hospitality
- B2B
- Technology
- TMRE First-Timers

TMRE 2024 Day 2 Kick Off

09:00 - 09:15
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

KEYNOTE: INFLUENCING DECISIONS THROUGH CHOICE ARCHITECTURE

09:15 - 09:55
THE MAIN STAGE

Employee and customer choices are heavily dependent on context. Katy Milkman, an expert in the ways we consider options and make decisions, understands this from her extensive research studying these populations as a behavioral economist. 'Choice architecture,' or simply the way in which a choice is presented (on screens and in person) can thus be an extremely valuable tool for improving employee outcomes and consumer choices.

In this informative keynote, Milkman teaches audiences how to make use of the malleability in how choices are made to influence behavior for the better, providing insights about how to encourage improved decisions—online, at work, and at home. Covering the basics of wise choice architecture, nudges that have been proven to increase the likelihood of optimal decisions, and actionable takeaways tailored for your business or organization, Milkman leads a funny, fast-paced, and practical talk about how we can guide employee and customer behavior in the most helpful ways possible.

Participants

Katy Milkman - Economist, Bestselling Author & Professor, The Wharton School of the University of Pennsylvania

Moderated Q&A

09:55 - 10:15
THE MAIN STAGE

Participants

Katy Milkman - Economist, Bestselling Author & Professor, The Wharton School of the University of Pennsylvania

Collette P. Eccleston, PhD - SVP, Center for Human Understanding & DEI Lead, Material

Morning Networking Break & "Meet the Author" with Elizabeth Oates in the Expo Hall's Spark Zone

10:15 - 11:00
THE MAIN STAGE

The TMRE Expo Hall is the beating heart of the conference, bustling with the latest advancements in technology and the most cutting-edge partners in the industry. Be sure to take time to visit each booth to hear about the latest and greatest in GenAI for consumer insights, ResTech, CX/UX, data analytics, DIY research and so much more!

Also take time to visit the Expo Hall's Spark Zone. The center of all the action.

You can also stop by to meet Elizabeth Oates, author of *More Than Just Interesting: How to Build an Insights Function for Impact*

With more than 20 years of experience as an Insight leader, Elizabeth Oates knows that Insights teams have a critical role to play in the success of their organizations. And that success is driven through action, so every Insights team must be "more than just interesting."

Using direct, actionable recommendations and many real-world examples, her new book ***More Than Just Interesting*** shares specific steps to make a business consumer centric with strategies to win market share and succeed in the long term. This unique guide for creating winning Insights functions guides Insight team leaders to uncover meaningful insights to drive actions based on consumer needs, and in their roles as managers and mentors, develop outstanding Insights professionals.

While most successful business leaders see the value in consumer centricity, it's still the job of Insights leaders and the professionals they mentor and manage to claim seats at the decision-making table and prepare their organizations to be consumer centric. Here at last is a guide to undertaking this challenging task with confidence.

Participants

Elizabeth Oates - Author, More Than Just Interesting

Welcome with Appinio

11:00 - 11:10
TRACK 1: INSIGHTS BEST PRACTICES

Participants

Jonas Fürle - Senior Manager Client Relations - United States & NA, Appinio

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Welcome with Material

11:00 - 11:10
TRACK 2: CURRENT & FUTURE TRENDS

Participants

Maury Giles - SVP, Growth, Material
Christine Cottrell - EVP, Strategy & Insights, Material

Welcome with Glass

11:00 - 11:10
TRACK 3: NEW RESEARCH METHODOLOGIES

Participants

Lauren Deraleau - Head of Research, Glass

Welcome with Burke

11:00 - 11:10
TRACK 4: LEADERSHIP, STRATEGY & ROI

Participants

Michele Johnson - Vice President, Client Services, Burke

Welcome with OvationMR

11:00 - 11:10
TRACK 5: THE FUTURE OF INSIGHTS

Participants

Michel Jones - CFO & People Leader, OvationMR

Supercharge Your Company Performance with AI-Powered Intranet

11:10 - 11:40
TRACK 1: INSIGHTS BEST PRACTICES

Organizations with a wide variety of in-office and remote workers need a modern intranet to enhance collaboration, streamline communication, and boost productivity. A robust intranet centralizes resources, facilitates seamless knowledge sharing, and supports efficient project management, fostering a connected and informed workforce. In this presentation, OvationMR and Simpplr share insights from research conducted IT and HR decision-makers on how AI-powered intranet is pushing them forward in the information economy.

Key Takeaways for attendees:

- Learn how AI is powering the next generation of intranet platforms
- Identify the critical components to ensuring your Intranet is driving your business forward
- Learn how AI is employed in the survey process to garner deeper insights

Participants

Bart Borkosky - Chief Research Officer, OvationMR
Jordan Katz - Chief Insights Officer, Simpplr

The Power of Persuasion - The Keys to Message Mastery

11:10 - 11:40
TRACK 2: CURRENT & FUTURE TRENDS

As first-time presenters at TMRE, Channing and Jason will take the stage to unveil Newristics' latest comprehensive Messaging Meta-Analysis, poised to challenge, validate, and debunk common assumptions about consumer communication. Backed by 20,000 tested messages and insights from 34,000 respondents, Newristics promises actionable, authentic, and concrete takeaways.

Participants

Channing Stave - COO, Newristics
Jason Ingargiola - Client Partner, Newristics

Are KPIs & Benchmarks Really Doing a Good Job of Predicting Product Concept Strength? Learn How CPG Companies like Coca-Cola, Nestle and Carlsberg are Shifting to AI Predictions to Increase Their New Product Launch Success

11:10 - 11:40
TRACK 3: NEW RESEARCH METHODOLOGIES

The vast majority of product launches within CPG continue to fail. This is something that has been and is still tolerated by many large CPG companies, who explain away this waste of money and natural and human resources by stating that innovation is hard and risky, that a high failure rate is the nature of innovation. But does it really need to be that way?

While many CPG companies continue to rely on traditional KPIs and benchmarks in their concept development and validation work, now with the help of AI more accurate and actionable approaches are available. By utilizing AI you can now combine quant, qual and in-market data to deliver more accurate and actionable insights.

Key takeaways / what you will learn:

1. Why predictions, decisions and learnings utilizing AI are more accurate and reliable than relying on traditional KPIs and benchmarks
2. How open ended data is used to weigh in the respondents conditions to try a new product meaning counting in the if and buts and the excitement of the respondents to get more accurate validation metrics
3. How international CPG companies are benefitting from AI-based predictions and advice and what results they see

Participants

Ben Harknett - CEO, Cambri

Moving from Insights to Strategic Thought Leadership

11:10 - 11:40
TRACK 4: LEADERSHIP, STRATEGY & ROI

At an inflection point in an industry that is often defined by shame and stigma, Resmed realized the key to driving business success was recentering around what is most important – the heart and mind of the customer. Laura McCoy will present how insight-inspired leadership can create a more empathetic culture, more purposeful communications and a reinvented product experience.

Participants

Laura McCoy - Senior Director, Global Market Research and Intelligence, ResMed

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Fruit of the Loom Case Study: Spinning Qual Feedback into Insights Gold

11:10 - 11:40

TRACK 5: THE FUTURE OF INSIGHTS

Qualitative feedback is the richest source for empathetic consumer insights, but the inefficiency and complexity of analysis lead many research teams to approach qual with trepidation. In this session, Chad Holleman, Senior Director of Consumer Insights at Fruit of the Loom, will share how AI is being stitched into the fabric of consumer insights at Fruit of the Loom, automating mundane tasks and empowering focus on weaving compelling, evidence-based stories. This session will provide a real-world perspective on how AI is enabling Fruit of the Loom to embrace qual to elevate their insights, along with watch-outs and recommendations for successful adoption of AI technologies.

Participants

Laura Kegley - Chief Revenue Officer, Canvs

Chad Holleman - Head of Consumer Insights, Fruit of the Loom

Session Replay: Banking on Emotions in an Analytical World: Gaining Internal Buy-In for New Research Approaches

11:10 - 11:40

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

Join us for an insightful session as we unveil a compelling case study showcasing how to leverage creative research methodology in analytics-focused environments. Market researchers at Capital One sought to bring human emotion and perspective into strategy discussions surrounding the bank. To best understand the thoughts, feelings, perceptions, and behaviors around banking, the team conducted emotional inquiry interviews, an abstract method to assess underlying emotions among consumers. Working closely with Brandtrust, Capital One was able to establish buy-in and trust with key stakeholders and decision makers throughout the research process. Don't miss this opportunity to learn effective tactics for leveraging unique research methodologies that can help uncover strategic insights.

Key takeaways include understanding how to:

- Engage with key stakeholders to establish trust in the research process
- Create buy-in by involving stakeholders in all phases of the research
- Develop compelling narratives that help inform strategy

Participants

Lauren Angel - Principal Associate, Market Research, Capital One

Laura Catalani - Market Research Team Lead, Capital One

Enhancing Employee Engagement with General Mills: Applying & Leveraging Research Methodologies Internally

11:45 - 12:15

TRACK 1: INSIGHTS BEST PRACTICES

Brand leaders can't create exceptional brands without a culture of engaged employees and strong leadership. While teams are accustomed to investing in deep research to understand their consumers, they can often forget to look inward and to understand what their employees need first. Join General Mills' Dany Eldik as he discusses how he and her team utilized market research techniques and methodologies often reserved for external audiences in order to examine inward and to understand the General Mills employee experience, and how General Mills leveraged these findings to co-create solutions in collaboration with employees. Attendees will take away:

- Learn how delivering an exceptional customer experience starts with enabling a strong employee experience and culture.
- Learn how positive psychology and behavioral science techniques can be utilized in order to understand and leverage the inherent strengths within a brand and an organization.
- Learn tips to utilize and combine multiple methodologies and approaches in order to holistically understand an audience, inside or outside of the workplace.

Participants

Dany Eldik - Plant Manager, General Mills

Panel: Improving the Impact of Consumer Insights in 2025

11:45 - 12:15

TRACK 2: CURRENT & FUTURE TRENDS

Join us for a dynamic panel discussion with top leaders from companies as they share for reshaping Consumer Insights in 2025. These industry visionaries will delve into how they're pioneering insights-driven approaches that sharpen strategic initiatives and elevate customer experiences across every touchpoint.

This session will address pressing questions, including:

- How is the role of strategic insights evolving within their organizations?
- What innovative methods are they implementing or exploring to enhance the impact of Consumer Insights?
- What essential skills and knowledge are they aiming to cultivate, and how?
- How is AI redefining team effectiveness, and what shifts can we expect in the coming year?
- Where are agency partners and tech providers playing a crucial role in driving better outcomes?

Prepare for valuable takeaways on how forward-thinking companies are harnessing insights to stay ahead in an ever-evolving landscape.

Participants

Moderator: Monika Rogers [Wingate] - VP, Growth Strategy, CMB

Panelist: Richard Scionti - VP, Product Development & Innovation, CMB

Panelist: Kate James - Vice President Strategic Research Team Leader, Fidelity Investments

Panelist: LeAnn Helmrich - Associate Director - B2B Customer Insights, Verizon

Panelist: Amy Hearon - Head of Research and CX Insights, US Consumer Bank, Citi

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An Ethnographic Approach to Marketing Strategy & Planning

11:45 - 12:15

TRACK 3: NEW RESEARCH METHODOLOGIES

Moving our focus from customer centricity to life centricity, we aimed to better understand untapped consumer moments via ethnography to drive Verizon's strategic planning.

Key takeaways:

- Consumer behaviors and shopping actions throughout the year are tied to man made marketing moments. Opportunity exists to create new ones based on life moments most experience.
- Weather/seasons, tax returns, back to school and other wide-spread moments shape people's lives and must be accounted for during strategic planning.
- Since the pandemic, people focused on getting back to special moments, trips, but with a more cautious approach.

Participants

Mayra Gacon - Customer Marketplace Insights Senior Manager, Verizon

Alexandra Pascarella - Associate Director, Customer and Marketplace Insights, Verizon

Fireside Chat: Delivering Your Insights Impact

11:45 - 12:15

TRACK 4: LEADERSHIP, STRATEGY & ROI

This session will explore best practices for how to level up your impact as an insights leader within your organization. We will look to have an interactive conversation to freely share ideas and tips as to how to best engage your stakeholders and drive value from the research that you deliver.

Participants

Panelist: Tamar Rimmon - Vice President, Research and Analytics, Fandom

Panelist: Kerry Sette - Vice President, Head of Consumer Insights & Research, Voya Financial

Panelist: Prab Sundaram - Director, Global Consumer Insights, Energizer Holdings, Inc.

Moderator: Nandita Sen - Senior Director of Research, Analytics & Insights, InfoVision

Sesstion TBD

11:45 - 12:15

TRACK 5: THE FUTURE OF INSIGHTS

Session Replay: Critical Aspects of Career Development in a Changing Market Research Industry

11:45 - 12:15

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

The market research landscape is changing at a rapid pace, with the promise of groundbreaking innovation around every corner. However, only when practitioners master the fundamentals can they realize the full potential and value of market research and drive innovation within it. Further, an investment in training leads to enhanced benefits both to employees and to company performance. During this session, we will present the latest data from a global study of market research professionals, their career satisfaction, and the industry's future trajectory, along with a new wave of data collected in 2024.

- Examine the latest data from an industry-wide study, conducted among a global sample of market research and insights practitioners, designed to help the industry gain a deeper understanding of the state of our profession and the vital role that training plays.
- Learn more about how market research professionals view their profession, how satisfied they are with their careers, and how they see the future of market research.
- Understand what market research professionals prioritize when it comes to education, upscaling, and training opportunities - and why it should matter to managers and employers.

Participants

Ed Keller - Executive Director, Market Research Institute International (MRII)

Anthony Jackel - Director of Consumer Analytics, Ferrara Candy & MRII Board of Director

Building a Customer Journey Driven by Insights and Powered by Strategy

12:20 - 12:50

TRACK 1: INSIGHTS BEST PRACTICES

This interactive session will allow attendees to:

- Work collaboratively across marketing, product, and sales to create exceptional experiences
- Use insights to determine critical pain points and opportunities across the customer journey
- Set strategic priorities that are customer centric and outcome focused

Participants

Antoinette Staples - Senior Director, Customer Insights & Success, McKesson

Panel: The Future of Insights Perspectives Report

12:20 - 12:50

TRACK 2: CURRENT & FUTURE TRENDS

All Things Insights is releasing *The Future of Insights Perspectives Report* onsite at TMRE 2024.

Key feedback is being procured from community leaders covering:

- How organizations are evolving insights mindsets and methodologies when it comes to leadership, culture and talent.
- How insights practices are effectively leveraging AI, ResTech and other new technologies
- And what that means for amplifying the sixth sense that only humanity can bring to the core of market research

To celebrate the release, All Things Insights hosts an interactive workshop-style session to highlight the report's findings as well as real-time thoughts from you and your peers. With the report in hand and the experience from this session under your belt, action the Future of Insights immediately following TMRE.

Participants

Moderator: Seth Adler - Head of IMI Media, All Things Insights

Panelist: Bart Borkosky - Chief Research Officer, OvationMR

Panelist: Paul Coxhill - President, LIONS Insight/WARC

Panelist: Maury Giles - SVP, Growth, Material

Panelist: Kerry Sette - Vice President, Head of Consumer Insights & Research, Voya Financial

Panelist: Oksana Sobol - Vice President of Insights, The Clorox Company

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Panel: Emerging Market Research & Analytics Methodologies and Trends

12:20 - 12:50

TRACK 3: NEW RESEARCH METHODOLOGIES

This panel will explore the latest trends and techniques being employed by today's leading researchers and analytics professionals. You will discover how the approaches, such as generative AI, social listening, being more inclusive in representative samples, designing online surveys with mobile-first in mind, innovations in marketing mix modeling and effectively tapping into endless troves of data, are revolutionizing traditional market research practices. You will also unearth ways to employ these cutting-edge methods to better understand your customer and deliver more impactful insights.

Participants

Panelist: Doug Jensen - SVP, Experienced Data & Analytics Leader, Avon & Estée Lauder Companies

Panelist: Lauren Zweifler - Former SVP Insights & Research, NBCUniversal

Panelist: Andrew Embry - Sr. Director, Insights Innovation Capabilities - Global Core Market Research, Eli Lilly and Company

Moderator: Lauren Deraleau - Head of Research, Glass

Panel: Mastering Market Research: Crafting a Roadmap for Analyst Skill Evolution

12:20 - 12:50

TRACK 4: LEADERSHIP, STRATEGY & ROI

Join the leadership team of Universal Theme Parks' Insights Organization as we unveil our meticulously crafted rubric for guiding team members through skill progression within the department. Drawing upon decades of experience developing in house teams, we'll showcase our roadmap for analysts, encompassing domains such as technical analytics, storytelling, leadership, and critical thinking. We'll explore how making these skill expectations overt fosters employee agency in managing their own career trajectories, emphasizing the crucial role of a culture grounded in kind yet candid feedback.

Key Takeaways:

- Understand the components of a comprehensive rubric for analyst skill progression.
- Discover how transparency in skill expectations empowers team members to take ownership of their career development, fostering a culture of continuous growth and improvement.
- Learn strategies for cultivating a workplace atmosphere characterized by both kindness and candidness, essential for effective feedback mechanisms that drive individual and organizational success.

Participants

Moderator: Kate Brelsford - Sr. Director, Ethnographic Services, Universal Destinations & Experiences

Panelist: Jennifer Avery - Senior Vice President, Strategic Insights, Universal Destinations & Experiences

Panelist: Jessica Golson - Director, Consumer Insights, Universal Destinations & Experiences

Panelist: Emily Gottfried - Senior Manager, Consumer Insights, Universal Destinations & Experiences

Panelist: Stephanie Heller - Senior Manager, Consumer Insights, Universal Destinations & Experiences

Revolutionizing Wellness Through Radical Consumer Empathy

12:20 - 12:50

TRACK 5: THE FUTURE OF INSIGHTS

Self-Esteem Brands, the parent company of Anytime Fitness, The Bar Method, Waxing the City, Basecamp and Stronger U, set out to reframe the lens of how they view the consumer's health and wellness journey. Leveraging a narrative-driven, multi-phased approach, individual brand strategies were developed that drove business impact.

You will learn:

- The evolution of holistic wellness versus traditional fitness and the impact on the future.
- Consumer narratives uncover deeper mindsets that contextualize the real opportunities
- Strategic recommendation and best practices on how to guide stakeholders and the C-level through disruptive change

Participants

Angelina Iturrian - Senior Director Consumer Insights & Analytics, Self Esteem Brands - Anytime Fitness

Session Replay: Understanding the Evolution of Wellbeing for a Premium Food Retailer

12:20 - 12:50

TRACK 6: VIRTUAL CONTENT IN THE EXPO HALL'S SPARK ZONE

The wellness landscape is rapidly evolving in the context of food and beverage. Design, coding, emerging trends and symbols play a crucial role in this mega trend of our time and provides a way to unlock the why behind certain behaviors.

Key Takeaways:

- The emergent semiotic coding of wellness in the food sector
- The evolution of care: sustainability and animal welfare are directly linked to the concept of wellness
- A conceptual framework to tie it all together.

Participants

Fathima Paruk - Trends & Insights Analyst, Woolworths (South Africa)

Networking Lunch

12:50 - 13:50

Networking Lunch

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AI & Analytics are not the Panacea for Corporate Growth

13:50 - 14:05
SPARK SESSION 1

We are in the navigation business helping our clients decide which way to turn and how fast to run. The destination is clear: deliver double digit compound annual growth. This is becoming harder as the global population is stabilizing and disposable incomes are steady; consequently, growth comes from "switching" people from other brands.

We have seen that marketers are enamored by the promise of AI & Analytics, but these are not panaceas for corporate growth, which is why we are seeing an upsurge in M&A activity.

Takeaways:

1. The promise of AI and Analytics has been oversold, they will not deliver the growth that companies are looking for.
2. The answer is synthesis – combining AI, Analytics with Survey data, Qualitative and Observation. All connected by HI powered curiosity.
3. The largest corporate performance leaps have usually been led by behavioral observation, which leads to the creation of new categories.

Participants

Steve Jagger - Partner, MSW Research, New York

Leveling Up Customer Feedback in the Gaming Industry

13:50 - 14:05
SPARK SESSION 2

Customer feedback can be a messy world, especially in the gaming industry with passionate customers declaring everything is important, or that everything is terrible! Traditional scale questions can exacerbate the problem by encouraging simplistic answer patterns. In this talk we'll introduce Maximum-Difference scaling, a popular survey exercise that encourages greater differentiation and provides researchers with a consistency score to weed out random responders. MaxDiff has been used successfully at Riot Games and Blizzard Entertainment to improve both positive and negative feedback loops from players when changes to games are made.

Attendees will learn:

- What is MaxDiff and how does it work
- What are the outputs of MaxDiff
- How Riot Games and Blizzard improved player feedback surveys using MaxDiff

Participants

Brian McEwan - Senior Advisor, Sawtooth Software

Fireside Chat: Finding the Face of Your Brand

13:50 - 14:05
SPARK SESSION 3

Join research experts from Ford and MarketCast as they explore the art and science of choosing the ideal brand spokesperson for advertising. Discover creative strategies, avoid common pitfalls, and hear success stories that illustrate how the right spokesperson can turbocharge your advertising and sales efforts.

Participants

Jenna Lauer - EVP, MarketCast

Mala Pearson - Global Advertising Effectiveness & Marketing Insights Manager, Ford Motor Company

Session TBD

13:50 - 14:05
SPARK SESSION 4

Welcome to the AI in Action Summit

13:50 - 14:05
AI IN ACTION SUMMIT WELCOME

Participants

Yogesh Chavda - Director, Center for Marketing Solutions, University of South Carolina

Kendra Speed - Director of Consumer Market Research, LinkedIn

Unmasking Fraudsters: AI-Powered Insights to Stop Fraud and Save Money

14:10 - 14:40
TRACK 1: INSIGHTS BEST PRACTICES

We have spent the last year studying fraud in market research to build a fraud prevention tool harnessing data and AI to catch fraudsters and save millions. Learn how these fraudsters operate, what trends you can focus on, and how to best combat fraud in research. Companies are spending millions of unnecessary dollars with no return, due to how quickly fraudsters adapt. We will talk about how to tackle fraud on an industry level to save money and only pay for valid insights.

Participants

Prateek Mehta - Lead Product Manager, Fraud Prevention, Tremendous

Leveraging Emerging Signals & Need States to Awaken a Sleepy Category

14:10 - 14:40
TRACK 2: CURRENT & FUTURE TRENDS

Like many durable consumer products, mattresses are seen as a high-risk and low-reward category plagued by a sea of sameness and brand confusion. Ensuring that consumer insights stayed front and center every step of the way, Serta Simmons Bedding embarked on a series of initiatives spanning trend signals, consumer need states, brand platform validation and the consumer journey to reimagine the way we develop, deliver and communicate solutions that help people sleep better so they can lead healthier lives. Come with us as we show you how we refreshed two legacy brands and leveraged consumer insights to communicate the value of making an investment in sleep.

Key Takeaways:

- How to leverage trend signals and unmet needs to highlight opportunities for innovation and differentiation that establish a reason for consumers to care and choose a brand.
- How to uncover meaningful need states to inform innovation and craft a go-to-market strategy grounded in consumer behavior to drive relevancy.
- How the consumer journey can support brand platforming.

Participants

Suann Griffin - Former Senior Director, Insights, Serta Simmons Bedding

Fireside Chat: Reinventing Innovation with Generative AI-Enabled Insights

14:10 - 14:40
TRACK 3: NEW RESEARCH METHODOLOGIES

Insights play a critical role in innovation as companies deploy a variety of market research and testing techniques to help keep the customer at the center of the process. For most organizations, that process is long and complex, driven by opinions instead of solid research.

Gen AI unlocks new techniques to elevate the customer experience across the innovation journey while reducing time and complexity. ZS's Tim Joyce, a principal focused on demand-driven growth strategies, and Amanda Beacher, Senior Consumer Insights Manager at The Hershey Company, discuss how the snacking powerhouse has begun integrating gen AI to guide innovation.

Participants

Tim Joyce - Principal, ZS

Amanda Beacher - Senior Consumer Insights Manager, The Hershey Company

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Breathe Easy: Insights and Strategies for Growing the LYSOL Air Sanitizer Brand in a Health-Conscious Market *Certification Included

14:10 - 14:40

TRACK 1: AI IN ACTION SUMMIT

In today's health-conscious and air-quality-focused landscape, households are increasingly turning to air sanitizers to ensure cleaner, fresher spaces. EthOS and LYSOL collaborated on a three-week diary study, gathering real-world insights into how and why consumers use LYSOL Air Sanitizer, leveraging AI in smart ways, as part of their daily routines. This session explores the key drivers behind Air Sanitizer purchases, usage patterns, and consumers' preferences, highlighting the unique role it plays in odor and germ control compared to traditional air fresheners and disinfectant sprays.

Join us as we explore fresh perspectives on air care and identify actionable steps to grow the LYSOL Air Sanitizer brand.

Participants

Paul Chesterman - EVP, Marketing & Enterprise Products, EthOs/OvationMR

Alka Bhatia - Consumer & HCP Insights Lead, Reckitt

Foundational AI Models Turn Data Into Performance

14:10 - 14:40

TRACK 2: AI IN ACTION SUMMIT

Market researchers are working harder than ever to leverage the potential of AI to develop new data that can uncover valuable insights into consumer behavior and trends. But how does it all work? And why does it matter? Join Resonate VP of Data Science Daniel Scantlebury, PhD and Butler/Till Director of Research Lynn Duffy as they dive into how AI can be used to rapidly develop custom audience insights with the freshest available consumer data.

Participants

Daniel Scantlebury - VP of Data Science, Resonate

Lynn Duffy - Director of Research, Butler/Til

Using Discover's Brand Health Tracker to Expand Brand Image and Drive Growth

14:45 - 15:15

TRACK 1: INSIGHTS BEST PRACTICES

We've evolved the Brand Health Tracker to provide continuous value to the brand, beyond just tracking. This model led us to identify insights about how increased awareness and consideration for other products would improve consideration for Discover credit card, as well as the Discover brand overall.

Participants

Sarah Eaton - Consumer Insights Lead, Discover Financial Services

Paula Chona - Senior Principal, Consumer Insights, Discover Financial Services

Engaging the Next Generation: Challenges & Opportunities in Marketing to GenZ

14:45 - 15:15

TRACK 2: CURRENT & FUTURE TRENDS

This session is an overview of who is Gen Z and ways in which brands can connect with them in 2023 based on a compilation of research Snapchat has done on this audience over the last two years using a variety of new and old methodologies including Immersion measurement.

Trends include:

- Adapt to Visual Communication
- Leverage Mobile Video
- Ensure Real, Brand Safe Content
- Capture Attention Early
- Feature Purpose Driven Message
- Use Immersive Experiences

Participants

Aarti Bhaskaran - Global Head, Research & Insights, Snap Inc.

Designing with Purpose: How Away Uses Customer Insights to Create Iconic Products

14:45 - 15:15

TRACK 3: NEW RESEARCH METHODOLOGIES

How did Away revolutionize the luggage industry? By putting their customers first.

With millions of loyal travelers and award-winning products that turned an industry on its head, Away knows that staying ahead requires more than just an iconic design and exceptional quality—it demands innovation driven by deep customer insights

Join us for a dynamic session to explore how Away built a thriving customer community, powered by Alida, to fuel their product development with rapid insights. See how this approach helps Away put their customer's first every step of the way from design and development through launch and fostered a highly engaged, travel-obsessed community along the way that continues to shape the future of travel essential. Session attendees will also be eligible to win a new Away luggage set.

Participants

Dustin Zender - Director, Customer Success, Alida

Whitney Bauer - Customer Insights Senior Director, Away

Reengineering Market Insights for an AI-Driven Future *Certification Included

14:45 - 15:15

TRACK 1: AI IN ACTION SUMMIT

Discussion of key considerations market insight & analytics teams as they prepare for the uncertainty of an AI-driven future.

Key Takeaways:

1. Strategies for insights teams to adapt and thrive
2. An understanding of the change curve organizations will face given the disruptive nature of AI
3. Key questions that each market insights leader should be asking themselves and their teams.

Participants

Kendra Speed - Director of Consumer Market Research, LinkedIn

SESSIONS

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Crafted Illusion or Unfiltered Reality? How AI Supported Social Listening is the True Voice of the Customer *Certification Included

14:45 - 15:15

TRACK 2: AI IN ACTION SUMMIT

Millions of survey questions and interviews everyday are the cornerstone of the research industry supporting major business decisions. This hinges on the conventional, but flawed wisdom that data is generated by questioning consumers. Too bad most of the findings don't represent reality. In fact, questions prompt, frame, steer and in effect manipulate results - instead of telling you what people truly think, feel and do. Join us to learn how AI driven social intelligence will give us access to the true landscape of consumer impressions, and help meet their needs based on their true, unfiltered feedback.

Learn how AI collaboration between OvationMR and Bakamo has helped Bare Zero Proof, a growing brand in the fast evolving Non-Alcoholic Liquor category. Our talk will showcase the client, technology and research application perspective. Join us, as Jim Kempland, Co-Founder and CEO of BARE Zero Proof Spirits, Erik Larsen, SVP of Research & Product Development at OvationMR, and Daniel Fazekas, Co-Founder and CEO at Bakamo talk about a new way of doing research

Participants

Daniel Fazekas - CEO & Founder, Bakamos

Jim Kempland - Co-Founder & CEO, BARE Zero Proof Spirits

Erik Larsen - SVP, Research & Product Development, OvationMR

Afternoon Networking Break & AI Carousel in the Expo Hall's Spark Zone

15:15 - 15:45

Networking Break & AI Carousel in the Expo Hall's Spark Zone

Join us in the Spark Zone for the AI Carousel! Here, you will see 5-minute rapid-fire presentations on all things AI. Don't miss out on this high energy format for bite-sized content on the latest and greatest in AI tech for market research.

1. **Harnessing AI for Insights** with Rajesh Kari, InfoVision
2. **itracks Analysis Assistant – Save Time and Brainpower with AI-Enabled Qualitative Data Analysis, Data Visualizations, and Highlight Reel Creation** with Leon Bourner, itracks

Participants

Rajesh Kari - Global Business Leader, Vice President, InfoVision, InfoVision

Leon Bourner - Director of Sales and Client Development, itracks

TRACK CLOSED

15:45 - 16:15

TRACK 1: INSIGHTS BEST PRACTICES

Lifestyle Challenges, Entertainment & Travel Habits of Children with Autism Spectrum Disorder

15:45 - 16:15

TRACK 2: CURRENT & FUTURE TRENDS

Dreamworks/NBCUniversal in Brazil partnered with a children's ASD - Autism Spectrum Disorder - institute to understand more about their lifestyle & challenges, as well as travel and entertainment habits.

Participants

Flávio Pereira - Director, Audience Insights, NBCUniversal

Skip the Screeners: Learn How KDP Removes Recall Bias by Leveraging Known Buyers to Unlock Fast, Differentiated Insights

15:45 - 16:15

TRACK 3: NEW RESEARCH METHODOLOGIES

Research results should start with a deep understanding of consumers and their behaviors. Why rely on assumptions when you can base your research on reality? Join Keurig Dr. Pepper's Halley Jhass and Numerator's Erin Fredericks to see how mistaken recall can lead to misleading insights and learn how KDP partners with Numerator to keep a pulse on shoppers' motivators and drivers across their portfolio of brands. Understand how they leverage both verified buyers and behaviors to get fast insights on topical subjects that allow them to adjust their strategy quickly across the organization.

Participants

Erin Fredericks - Enterprise Director, Customer Insights, Numerator

Halley Jhass - Director of Shopper Insights, Keurig Dr. Pepper

Blending Brains and Bots: Strategically Leveraging AI and Human Insights in Qualitative Research *Certification Included

15:45 - 16:15

TRACK 1: AI IN ACTION SUMMIT

In the modern era, researchers have readily been leveraging technology on the front and back end of qualitative research, and this has progressed to leveraging technology—in the form of AI—to conduct qualitative interviews, both in text and voice. This technological advancement is often cited to increase speed, efficiency, and reach.

So then... how do we embrace the advancing state of this machine-led moment, without losing the necessary nuance of human intelligence?

In this session, we will take the bold dive into AI-moderated vs. human-moderated qualitative interviews, with comparisons across a range of well-rounded assessment criteria. We'll explore potential use cases for AI-moderated interviews to understand how well they serve learning goals. Importantly, we'll delve into how qualitative researchers' skill sets and their interaction in research workflows must evolve to ensure that critical aspects of human thinking are positioned to provide machine intelligence with contextual guardrails. We'll give you our perspective on how we might embrace technology and its great promise to humanity while balancing the respect for its power and understanding of its implications—lest we open a proverbial Pandora's box and leave the power of relational research on the table.

Participants

Kendall Nash - SVP, Burke

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The AI Insights Revolution: Discover 3 Ways of Transforming Consumer Research with AI *Certification Included

15:45 - 16:15
TRACK 2: AI IN ACTION SUMMIT

Go beyond the expected as The Coca-Cola Company shares how it has evolved its consumer research practice through innovative use of Artificial Intelligence. By strategically connecting data streams, intuitive interfaces and future-focused AI training, The Coca-Cola Company has implemented three key pathways for its brands to enhance insights, make smarter business decisions and dig deeper—in less time—than ever before. In this session, you'll learn about:

- **Synthetic Data Enhancement:** Using AI to intelligently fill in the gaps, calibrating current data in near-real-time to unearth synthetic information that would not otherwise be discovered.
- **Organizational Chatbot:** Got a question? Quickly ping TCCC's AI insight chatbot to find the answer you seek—and so much more.
- **Dynamic Classification:** Using AI to create next-gen typing tools that account for differences by context using semantic data layers

Participants

Eli Moore - Senior Director, Consumer Analytics, The Coca-Cola Company

KEYNOTE: THE ANATOMY OF VIRAL TRENDS & HIT PRODUCTS

16:20 - 16:50
THE MAIN STAGE

Why do things become mega hits? Why do certain songs, apps, names, films, and cultural figures rise to viral-levels of prominence, while others wither in obscurity? This keynote shatters myths about quality and taste, reveals crucial insights into consumers, and traces popularity from our deepest human needs to the savviest of today's influencers.

From the Stanley cup craze to the rise of Gen Alpha, Derek offers ideas you can use now to not only make great, lasting products, but products people WANT to hear about when attention is more of a commodity than ever.

You will also hear about upcoming trends that can catapult your brand to becoming the next big thing.

Participants

Derek Thompson - Host of Plain English, Bestselling Author of 'Hit Makers' and 'On Work', Staff Writer, The Atlantic

Moderated Q&A

16:50 - 17:05
THE MAIN STAGE

Participants

Derek Thompson - Host of Plain English, Bestselling Author of 'Hit Makers' and 'On Work', Staff Writer, The Atlantic

David Boyle - Founder, Audience Strategies

Lightning Talks

17:05 - 17:30
THE MAIN STAGE

Hear presenters show off their speed-speaking skills during this new event feature!

1. **Introducing Biotic — A New Hero in Research Quality from Suzy** with Katy Emerson, **Suzy**
2. **How AI Fixed (and Broke) Everything in the Last Year** with Dan Stradtman, **Bloomfire**
3. **AI-Driven Ethnography for Human Centric Innovation** with Cheryl Auger, **Lux Research**

Participants

Katy Emerson - EVP, Customer Success, Suzy

Dan Stradtman - Chief Marketing Officer, Bloomfire

Cheryl Auger - Senior Director of Research for Predictive Anthropology, Lux Research

Host: Seth Adler - Head of IMI Media, All Things Insights

Wrap of Day 2

17:30 - 17:35
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

TMRE Theme Park Thrills Happy Hour

17:35 - 18:35

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08:00	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI	08:00 - Badge Pick-Up, Breakfast & Industry Meetups Through the Lens of GenAI

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09:00	<p>09:00 - TMRE 2024 Day 2 Kick Off</p> <p>09:15 - KEYNOTE: INFLUENCING DECISIONS THROUGH CHOICE ARCHITECTURE</p> <p>09:55 - Moderated Q&A</p>															

SCHEDULE

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10:00	10:15 - Morning Networking Break & "Meet the Author" with Elizabeth Oates in the Expo Hall's Spark Zone															

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11:00		<p>11:00 - Welcome with Appinio</p> <p>11:10 - Supercharge Your Company Performance with AI-Powered Intranet</p> <p>11:45 - Enhancing Employee Engagement with General Mills:</p>	<p>11:00 - Welcome with Material</p> <p>11:10 - The Power of Persuasion - The Keys to Message Mastery</p> <p>11:45 - Panel: Improving the Impact of Consumer Insights in 2025</p>	<p>11:00 - Welcome with Glass</p> <p>11:10 - Are KPIs & Benchmarks Really Doing a Good Job of Predicting Product Concept Strength? Learn How CPG Companies like Coca-Cola, Nestle</p>	<p>11:00 - Welcome with Burke</p> <p>11:10 - Moving from Insights to Strategic Thought Leadership</p> <p>11:45 - Fireside Chat: Delivering Your Insights Impact</p>	<p>11:00 - Welcome with OvationMR</p> <p>11:10 - Fruit of the Loom Case Study: Spinning Qual Feedback into Insights Gold</p> <p>11:45 - Session TBD</p>	<p>11:10 - Session Replay: Banking on Emotions in an Analytical World: Gaining Internal Buy-In for New Research Approaches</p> <p>11:45 - Session Replay: Critical Aspects of Career Develop-</p>									

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		Applying & Leveraging Research Methodologies Internally		and Carlsberg are Shifting to AI Predictions to Increase Their New Product Launch Success 11:45 - An Ethnographic Approach to Marketing Strategy &			ment in a Changing Market Research Industry									

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				Planning												
12:00		12:20 - Building a Customer Journey Driven by Insights and Powered by Strategy	12:20 - Panel: The Future of Insights Perspectives Report	12:20 - Panel: Emerging Market Research & Analytics Methodologies and Trends	12:20 - Panel: Mastering Market Research: Crafting a Roadmap for Analyst Skill Evolution	12:20 - Revolutionizing Wellness Through Radical Consumer Empathy	12:20 - Session Replay: Understanding the Evolution of Wellbeing for a Premium Food Retailer	12:50 - Networking Lunch								

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13:00									13:50 - AI & Analytics are not the Panacea for Corporate Growth	13:50 - Leveling Up Customer Feedback in the Gaming Industry	13:50 - Fireside Chat: Finding the Face of Your Brand	13:50 - Session TBD	13:50 - Welcome to the AI in Action Summit			

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14:00		<p>14:10 - Unmasking Fraudsters: AI-Powered Insights to Stop Fraud and Save Money</p> <p>14:45 - Using Discoverer's Brand Health Tracker to Expand Brand Image and Drive</p>	<p>14:10 - Leveraging Emerging Signals & Need States to Awaken a Sleepy Category</p> <p>14:45 - Engaging the Next Generation: Challenges & Opportunities in Marketing to GenZ</p>	<p>14:10 - Fireside Chat: Reinventing Innovation with Generative AI-Enabled Insights</p> <p>14:45 - Designing with Purpose: How Away Uses Customer Insights to Create Iconic Products</p>										<p>14:10 - Breathe Easy: Insights and Strategies for Growing the LYSOL Air Sanitizer Brand in a Health-Conscious Market *Certification Included</p> <p>14:45 - Reengineering</p>	<p>14:10 - Foundational AI Models Turn Data Into Performance</p> <p>14:45 - Crafted Illusion or Unfiltered Reality? How AI Supported Social Listening is the True Voice of the Customer</p>	

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		Growth												Market Insights for an AI-Driven Future *Certification Included	*Certification Included	

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15:00		15:45 - TRACK CLOSED	15:45 - Lifestyle Challenges, Entertainment & Travel Habits of Children with Autism Spectrum Disorder	15:45 - Skip the Screeners: Learn How KDP Removes Recall Bias by Leveraging Known Buyers to Unlock Fast, Differentiated Insights										15:45 - Blending Brains and Bots: Strategically Leveraging AI and Human Insights in Qualitative Research *Certification Included	15:45 - The AI Insights Revolution: Discover 3 Ways of Transforming Consumer Research with AI *Certification Included	15:15 - Afternoon Networking Break & AI Carousel in the Expo Hall's Spark Zone

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16:00	<p>16:20 - KEYNOTE: THE ANATOMY OF VIRAL TRENDS & HIT PRODUCTS</p> <p>16:50 - Moderated Q&A</p>															

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17:00	17:05 - Lightning Talks 17:30 - Wrap of Day 2 17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour	17:35 - TMRE Theme Park Thrills Happy Hour

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TMRE 2024 DAY 3 & AI IN ACTION SUMMIT DAY 2 - 05/12/2024

TMRE: The Market Research Event

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Registration Open & Breakfast in the Expo Hall

08:00 - 09:00

TMRE 2024 Day 3 Kick Off

09:00 - 09:10
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

KEYNOTE: SUPERCOMMUNICATORS - THE POWER OF CONVERSATION AND HIDDEN LANGUAGE OF CONNECTION

09:10 - 09:55
THE MAIN STAGE

Why do some conversations succeed – while others fail? How does communication work within our brains, our families, our workplaces, and our communities? In this keynote on Charles Duhigg's new book *Supercommunicators: The Power of Conversation and Hidden Language of Connection* is about what happens inside our minds when we open our mouths and ears. SUPERCOMMUNICATORS know the importance of recognizing – and then matching – each kind of conversation, and how to hear the complex emotions, subtle negotiations, and deeply held beliefs that color so much of what we say and how we listen.

How do SUPERCOMMUNICATORS do what they do, and what can we learn from them about bridging divides? In this talk, audiences will learn why some people are able to make themselves heard, and to hear others, so clearly. With his spellbinding storytelling that takes us from the writers' room of *The Big Bang Theory* to the couches of leading marriage counselors to CIA officers trying to recruit spies, Duhigg shows how to recognize conversations and the tips and skills we need to navigate them more successfully. In the end, Duhigg delivers a simple but powerful lesson: With the right tools, we can connect with anyone.

Participants

Charles Duhigg - New York Times Bestselling Author & Pulitzer Prize-Winning Columnist, The New York Times Magazine

Moderated Q&A

09:55 - 10:10
THE MAIN STAGE

Participants

Charles Duhigg - New York Times Bestselling Author & Pulitzer Prize-Winning Columnist, The New York Times Magazine

Oksana Sobol - Vice President of Insights, The Clorox Company

Final TMRE Thoughts & Closing Remarks

10:10 - 10:25
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Vice President of Insights, The Clorox Company

Final Morning Networking Break & Charles Duhigg Book Signing in the Expo Hall's Spark Zone

10:25 - 11:00

Participants

Charles Duhigg - New York Times Bestselling Author & Pulitzer Prize-Winning Columnist, The New York Times Magazine

Workshop 1, Part I: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included

11:00 - 12:15
Workshop I

Researchers occupy a distinctive intersection within the business value chain, positioning them uniquely to drive innovation and strategic recalibration amidst ongoing volatility. Leveraging the research community wealth of data analytics, insights, and research, the challenge lies in seamlessly integrating these assets into the broader business strategy. It entails acquiring new business skills and cultivating a forward-thinking mindset that propels the organization toward its goals.

This workshop, through a rich case study approach, will explore some game changing approaches and ideas to unlock a growth mindset to move the business agenda forward.

Key takeaways:

- Review an easy 3 step approach to framing your valuable insights into Business impact.
- Strategies for collaborating across the business value chain.
- The aim is to explore a palette of practical and outcome-oriented ideas so you can craft a tangible and actionable blueprint when you return home.

Participants

Joe Batista - Chief Creatologist, Former Executive Hewlett Packard Enterprise & Dell Technologies

Workshop 2, Part I: Championing Consumer-Centricity for Company Success *Certification Included

11:00 - 12:15
Workshop II

Customer centricity is core to success for organization of all types. Whether your customers are consumers in a retail marketplace or other business, deciding to put their needs at the center of your business strategy is a great plan. And the decision to take that approach should be an easy one – because companies who put their customers first are the companies that succeed. Insights functions play the primary, central role in putting customers at the center for businesses. So, building an Insights function that is high performing and a driver of business success should be a high priority.

This workshop will help you build the foundations for running an Insights function that isn't just "merely interesting," but is "highly impactful." It will share real examples and cover core skills for Insights leaders. Whether you are starting a career in Insights or building a function for your business, this workshop will be a springboard for your success.

Participants

Elizabeth Oates - Author, More Than Just Interesting

WORKSHOP: Harnessing Generative AI for Market Research Innovation *Certification Included

11:00 - 12:00
AI in Action Summit

Join us for an empowering one-hour workshop, "Harnessing Generative AI for Market Research Innovation," designed to equip market research professionals with cutting-edge skills in leveraging generative AI tools. In this session, you'll delve into the world of effective prompt crafting, uncover rapid applications for market research including competitive analysis and online data scraping, and explore advanced applications using personalized GPT tools for persona definition, concept writing, brand strategy, and new product ideation. We'll guide you through hands-on activities, demonstrating how the subscription version of ChatGPT can transform your approach to market research, offering unprecedented insights and efficiency. This workshop promises to provide valuable, actionable knowledge, enabling you to stay ahead in the dynamic field of market research.

To fully benefit from this workshop, we recommend a premium ChatGPT subscription. It grants you access to the GPTStore, unlocking advanced tools and features that will enrich your learning and hands-on practice.

Participants

Yogesh Chavda - Director, Center for Marketing Solutions, University of South Carolina

SESSIONS

TMRE 2024 DAY 3 & AI IN ACTION SUMMIT DAY 2 - 05/12/2024

TMRE: The Market Research Event

December 3-5, 2024
Loews Sapphire Falls Resort
Orlando

Closing Lunch

12:15 - 13:00

Workshop 1, Part II: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included

13:00 - 14:15

Workshop I

Researchers occupy a distinctive intersection within the business value chain, positioning them uniquely to drive innovation and strategic recalibration amidst ongoing volatility. Leveraging the research community wealth of data analytics, insights, and research, the challenge lies in seamlessly integrating these assets into the broader business strategy. It entails acquiring new business skills and cultivating a forward-thinking mindset that propels the organization toward its goals.

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Participants

Joe Batista - Chief Creatologist, Former Executive
Hewlett Packard Enterprise & Dell Technologies

Workshop 2, Part II: Championing Consumer-Centricity for Company Success *Certification Included

13:00 - 14:15

Workshop II

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Participants

Elizabeth Oates - Author, More Than Just Interesting

AI in Fashion and Apparel Retail: Applications and Execution *Certification Included

13:00 - 13:30

AI in Action Summit

This session will discuss the various functional and operational areas of the fashion and apparel retail business which are benefiting from the applications of artificial intelligence and machine learning. This will include inventory management, product assortment, back office functions and e-commerce and in-store customer engagement. The session will also address how organizations can mobilize and organize to pursue these opportunities.

Participants

Jeff Barth - Former Head of Digital Transformation
Office & Strategic Program Management Office, Gap

The AI-Empowered Researcher *Certification Included

13:35 - 14:05

AI in Action Summit

AI is reshaping research, and it shouldn't just be about cutting costs or replacing jobs—we have every reason to be optimistic! This session cuts through the hype to provide real-world examples of how AI can enhance and empower us as insight professionals. Learn how to leverage AI to boost your research skills, drive better insights, and make your role more impactful and fulfilling.

Participants

Jan Dawson - Sr. Director, Research & Insights, Vivint Smart Home

Daniel Hirst - Senior UX Researcher, Research and Insights, Vivint Smart Home

End of AI in Action Summit

14:05 - 14:10

AI in Action Summit

End of TMRE 2024

14:15 - 14:20

SCHEDULE

TMRE 2024 DAY 3 & AI IN ACTION SUMMIT DAY 2 - 05/12/2024

TMRE: The Market Research Event

December 3-5, 2024
Loews Sapphire Falls Resort
Orlando

TIME	THE MAIN STAGE	WORKSHOP I	WORKSHOP II	AI IN ACTION SUMMIT
08:00	08:00 - Registration Open & Breakfast in the Expo Hall	08:00 - Registration Open & Breakfast in the Expo Hall	08:00 - Registration Open & Breakfast in the Expo Hall	08:00 - Registration Open & Breakfast in the Expo Hall
09:00	09:00 - TMRE 2024 Day 3 Kick Off 09:10 - KEYNOTE: SUPERCOMMUNICATORS - THE POWER OF CONVERSATION AND HIDDEN LANGUAGE OF CONNECTION 09:55 - Moderated Q&A			
10:00	10:10 - Final TMRE Thoughts & Closing Remarks 10:25 - Final Morning Networking Break & Charles Duhigg Book Signing in the Expo Hall's Spark Zone	10:25 - Final Morning Networking Break & Charles Duhigg Book Signing in the Expo Hall's Spark Zone	10:25 - Final Morning Networking Break & Charles Duhigg Book Signing in the Expo Hall's Spark Zone	10:25 - Final Morning Networking Break & Charles Duhigg Book Signing in the Expo Hall's Spark Zone
11:00		11:00 - Workshop 1, Part I: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included	11:00 - Workshop 2, Part I: Championing Consumer-Centricity for Company Success *Certification Included	11:00 - WORKSHOP: Harnessing Generative AI for Market Research Innovation *Certification Included
12:00	12:15 - Closing Lunch	12:15 - Closing Lunch	12:15 - Closing Lunch	12:15 - Closing Lunch
13:00		13:00 - Workshop 1, Part II: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included	13:00 - Workshop 2, Part II: Championing Consumer-Centricity for Company Success *Certification Included	13:00 - AI in Fashion and Apparel Retail: Applications and Execution *Certification Included 13:35 - The AI-Empowered Researcher *Certification Included
14:00	14:15 - End of TMRE 2024	14:15 - End of TMRE 2024	14:15 - End of TMRE 2024	14:05 - End of AI in Action Summit 14:15 - End of TMRE 2024