

SESSIONS

PRE-CON EVENT: AI IN ACTION SUMMIT 2024 - 07/10/2024

TMRE: The Market Research Event

October 8-10, 2024
Loews Royal Pacific Resort
Orlando

Badge Pick Up & Networking

09:30 - 10:00
AI in Action Summit

Welcome to AI in Action

10:00 - 10:10
AI in Action Summit

WORKSHOP: Harnessing Generative AI for Market Research Innovation

10:10 - 11:10
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.

Participants are required to have access to the subscription version of ChatGPT to fully engage in the practical exercises. Don't miss this opportunity to elevate your market research capabilities and bring innovative solutions to your organization's challenges.

Participants

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

MASTERCLASS: How Microsoft Used AI to Revolutionize Qual Research & How to Prompt Your Way to Qualitative Insights

11:10 - 12:10
AI in Action Summit

Part 1: How Microsoft Used AI to Revolutionize Qual Research

See how the latest AI research tools can help you design, run and analyze better qualitative projects - in less time.

When AI burst onto the scene in 2023, Microsoft partnered with Voxpopme to see if Generative AI could help them accelerate qualitative research and decision-making. In this session, Andy Barraclough, Voxpopme's CEO, will show you how Voxpopme's AI-powered research products helped Microsoft's researchers to work smarter and faster. Included will be product deep dives into:

- SurvAI: Voxpopme's AI-powered survey creator

- Discussion Guide Creator: Create discussion guides in seconds with AI

- Voxpopme Recorder: Records IDIs and focus groups in the background

- AI Insights: Analyzes IDIs and focus groups instantly, delivering key findings in minutes

Key Takeaways:

Efficiency in Research: Attendees will learn how AI tools significantly reduce the time and effort required for designing surveys and analyzing qualitative data, enabling faster decision-making and reduced spend.

Enhanced Capabilities: The session will highlight the capabilities of cutting-edge tools such as the Discussion Guide Creator and Voxpopme Recorder, demonstrating how they automate and streamline traditional qualitative research processes.

Practical Applications: Through Microsoft's experience, attendees will gain insights into the practical applications and transformative impact of AI-powered tools in real-world qualitative research scenarios.

Part 2: How to Prompt Your Way to Qualitative Insights

Gain hands-on Generative AI prompting skills to efficiently extract actionable insights from extensive qualitative data. Qualitative research can offer invaluable insights, but often at the cost of navigating overwhelming data volumes. With the right tools, this is no longer a barrier. Generative AI emerges as a crucial ally, enabling researchers to achieve qualitative insights on a quantitative scale. The key lies in mastering the art of prompt crafting. Join Betsy Nelson, Voxpopme's Head of Product, for a crash course on AI prompting as she unveils strategies to turn unstructured, big-qual-data into actionable insights.

Key Takeaways:

Mastery of AI Prompting: Attendees will gain a comprehensive understanding of how to craft effective prompts that guide Generative AI to uncover precise and relevant qualitative insights efficiently.

Customization Strategies: Participants will learn specific techniques to tailor AI prompts to their unique data sets, enhancing their ability to extract meaningful information and hidden trends from qualitative research.

Real-World Implementation: The session will provide practical examples and real-world applications, demonstrating the transformative impact of AI prompting in qualitative studies and how these insights can drive business decisions and strategies.

Participants

Andy Barraclough - CEO, Voxpopme

Betsy Nelson - Head of Product, Voxpopme

PANEL: Future-Proofing Your Profession: Upskilling in an AI-Driven World

12:10 - 12:50
AI in Action Summit

In today's rapidly evolving landscape, the integration of AI is transforming industries and reshaping job roles. However, rather than viewing AI as a threat, it's time to embrace it as a tool and partner in enhancing our professional capabilities. This session explores strategies to future-proof your profession through upskilling in an AI-driven world, emphasizing the importance of human skills alongside technical expertise. Join us to discover how you can thrive in an AI-driven future while maintaining the essential human touch in your profession.

Participants

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

Panelist: Christina Nathanson - Director, Market Research, Quest Diagnostics

Panelist: James Newswanger - Lecturer, Department of Applied Analytics, Columbia University

Networking Lunch

12:50 - 13:50

Welcome

13:50 - 13:55
TRACK 1

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Welcome

13:50 - 13:55
TRACK 2

Session to be Delivered by Resonate

13:55 - 14:25
TRACK 1

Enhancing Research & Exploring AI's Evolution

13:55 - 14:25
TRACK 2

AI, much like previous transformative technologies such as the Internet, is poised to revolutionize market research. In Microsoft's Central Research team, we are actively exploring two critical dimensions of this transformation. Firstly, we are focused on understanding how to create and communicate the value of AI products. Secondly, we are investigating how AI can fundamentally change the way we conduct research.

In this session, we will candidly share our experiences, highlighting the mistakes we've made, the lessons we've learned, and how we're continuously improving in this unprecedented era.

Participants

Kajoli Tankha - Senior Director, Consumer Marketing Insights, Microsoft

Robert Graves - Senior Director, Data Management & Science, Microsoft Customer & Market Research, Microsoft

The AI Insights Revolution: Discover How The Coca-Cola Company is Transforming Consumer Research with AI

14:25 - 14:55
TRACK 1

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, Coca Cola

PARTNER SESSION

14:25 - 14:55
TRACK 2

Interested in presenting here? Please contact Liz Hinkis and elizabeth.hinkis@informa.com to learn more!

PARTNER SESSION

14:55 - 15:25
TRACK 1

Interested in presenting here? Please contact Liz Hinkis and elizabeth.hinkis@informa.com to learn more!

Regeneron AI Case Studies in Marketing & Market Research

14:55 - 15:25
TRACK 2

Companies are racing to reap the benefits of AI. From a Marketing & Market Research perspective, how can biotech companies capitalize on Machine Learning, Deep Learning, and Generative AI to become more effective at mining insights? Genericized case studies will be presented that illustrate the journey in selecting AI solutions, project development/execution, and integration into business processes. What type of use cases are malleable to AI application? What are the expectations of AI? What have been the challenges? What has been the impact on the business? What current challenges in the Insights process will benefit from AI augmentation in the future?

Participants

Arvind Balasundaram - Executive Director, Commercial Insights & Analytics, Regeneron Pharmaceuticals

Derek Fetzer - Director, Customer Insights, Regeneron

Networking Break

15:25 - 15:55

Reengineering Market Insights for an AI-Driven Future

15:55 - 16:25
TRACK 1

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

PARTNER SESSION

15:55 - 16:25
TRACK 2

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PARTNER SESSION

16:25 - 16:55
TRACK 1

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Intersection of AI & Insights: Real Life Applications of AI in Data & Insights

16:25 - 16:55
TRACK 2

AI has been the craze with Google being a core driver of this revolution. Many jobs will change, including that of Data & Insights. Join this session to hear more about how Google Data & Insights professionals are tapping into these tools today. Practitioners do not need to be experts of AI to be consumers and benefit from AI!

- Brief overview of Googles contributions to the field of AI
- Share examples of how AI is being used today in various facets
- Some potential ideas for participants to walk away from on how they could leverage AI in their jobs

Participants

Suraj Rajdev - Head of Analytics, Google

AI DEMOS

17:00 - 17:25

Cocktail Reception

17:25 - 18:15

SCHEDULE

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TIME	AI IN ACTION SUMMIT	TRACK 1	TRACK 2
09:00	09:30 - Badge Pick Up & Networking		
10:00	10:00 - Welcome to AI in Action 10:10 - WORKSHOP: Harnessing Generative AI for Market Research Innovation		
11:00	11:10 - MASTERCLASS: How Microsoft Used AI to Revolutionize Qual Research & How to Prompt Your Way to Qualitative Insights		
12:00	12:10 - PANEL: Future-Proofing Your Profession: Upskilling in an AI-Driven World 12:50 - Networking Lunch	12:50 - Networking Lunch	12:50 - Networking Lunch
13:00		13:50 - Welcome 13:55 - Session to be Delivered by Resonate	13:50 - Welcome 13:55 - Enhancing Research & Exploring AI's Evolution
14:00		14:25 - The AI Insights Revolution: Discover How The Coca-Cola Company is Transforming Consumer Research with AI 14:55 - PARTNER SESSION	14:25 - PARTNER SESSION 14:55 - Regeneron AI Case Studies in Marketing & Market Research
15:00	15:25 - Networking Break	15:55 - Reengineering Market Insights for an AI-Driven Future 15:25 - Networking Break	15:55 - PARTNER SESSION 15:25 - Networking Break
16:00		16:25 - PARTNER SESSION	16:25 - Intersection of AI & Insights: Real Life Applications of AI in Data & Insights
17:00	17:00 - AI DEMOS 17:25 - Cocktail Reception	17:00 - AI DEMOS 17:25 - Cocktail Reception	17:00 - AI DEMOS 17:25 - Cocktail Reception

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Badge Pick-Up, Breakfast & Industry-Specific Networking

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. Savor a variety of mouthwatering options, from fresh pastries to nourishing fruits and energizing beverages. And fear not, caffeine enthusiasts – a dedicated coffee station will be available, ensuring you're well-fueled and ready to make the most of the conference.

You are also invited to find the special areas we designated for industry-specific networking.

Welcome to TMRE 2024

08:45 - 09:00
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Sr., Director, Insights Lead, The Clorox Company

KEYNOTE: HOW TO BE AN INSIGHTS SHARK

09:00 - 10:00
THE MAIN STAGE

From FUBU to Shark Tank and countless ventures in between, Daymond John's phenomenal entrepreneurial journey has spanned more than 25 years. In this dynamic presentation, Daymond breaks down the core tenets of his success, which he has distilled into tangible takeaways that he calls his five S.H.A.R.K. points.

You will leave this inspiring keynote feeling empowered to sell an idea and gain stakeholder buy-in while discovering ways to seamlessly connect your brand to its consumers. Your organizational pool can sometimes feel deep, so get ready to dive in as an insights shark and deliver material impact to your business.

Participants

Daymond John - Star, ABC's Shark Tank

Moderated Q&A with Daymond John, Star of ABC's Shark Tank

10:00 - 10:20
THE MAIN STAGE

Participants

Daymond John - Star, ABC's Shark Tank

Morning Networking Break in the Expo Hall

10:20 - 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.

Discover a curated collection of exhibitors who are at the forefront of insights technology, ready to showcase their groundbreaking solutions. From AI-driven analytics platforms to state-of-the-art data visualization tools, you'll find everything you need to revolutionize your research strategies and unlock actionable insights like never before.

Engage with industry leaders and visionary experts, expanding your network and gaining invaluable connections. With representatives from diverse sectors and backgrounds, you'll have the opportunity to exchange ideas, collaborate on projects, and explore potential partnerships that can drive your research endeavors to new heights.

Explore interactive demos and live presentations, immersing yourself in the transformative power of the latest market research innovations. Discover firsthand how emerging technologies, such as virtual reality, augmented reality, and machine learning, are reshaping the industry landscape and providing unprecedented insights.

Whether you're seeking to enhance data collection, streamline analysis, or optimize visualization, the Exhibit Hall is your gateway to the future of market research. Don't miss this chance to engage with the most influential minds and companies driving the industry forward.

Welcome with Appinio

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

Welcome with Burke

11:00 - 11:10
TRACK 2: LEADERSHIP, STRATEGY & ROI

Welcome

11:00 - 11:10
TRACK 3: HUMAN-POWERED INSIGHTS

Welcome

11:00 - 11:10
TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Welcome with OvationMR

11:00 - 11:10
TRACK 5: AI & NEXT-GEN TECH

Welcome

11:00 - 11:10
TRACK 6: NEW RESEARCH METHODOLOGIES

Welcome

11:00 - 11:10
TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

Only Impact Matters: Case Studies on Doing (a Lot) More With (a Lot) Less

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

It's no secret that this has been a challenging couple of years for insights practitioners. In this session, DIRECTV's Research leadership will walk through several mini-case studies focused on some of the biggest existential challenges they have faced, and how they have adapted and continue to drive impact.

Specific topics will include:

- Making "good enough" a best practice: how to balance methodological rigor with *actually* helping your stakeholders
- Saying goodbye: how to pivot when legacy research programs no longer serves their purpose
- Remembering that PPT slides aren't "impact": how to insure your seat at the table when AI is coming to get us

Participants

Kamilah Jackson - AVP, Research & Competitive Intelligence, DIRECTV

Jason Lau - Sr. Director, Consumer Insights, DIRECTV

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Strategic Research Workshops: Fueling Stakeholder Alignment and Action

11:10 - 11:40

TRACK 2: LEADERSHIP, STRATEGY & ROI

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

Panel: "Quote From the Research" – Diving into the Psyche of the "Unengaged" Consumer

11:10 - 11:40

TRACK 3: HUMAN-POWERED INSIGHTS

Panel Description: One Medical, an Amazon company, has been reinventing the health care experience to make it easier for people to get the health care they need—from preventive care, to addressing immediate concerns, to managing chronic conditions like diabetes. As One Medical, continues to strive to make healthcare easy and more accessible for its members, they partnered with Johns Hopkins University Public Health Doctorate Program to understand the mindset of "the unengaged" – people who are avoiding or delaying primary care. Led by a public health doctorate student at Johns Hopkins University, this research unlocked the power of human centered insights to understand key decision triggers and how and where unengaged enterprise members get care. To this end, they will share key insights on how behaviors, emotions, values can be valuable insights tools to influence the care journeys of unengaged consumers in healthcare.

Participants

Moderator: Christina Speck - Author, Healthcare Fandom & Doctor of Public Health Candidate, Johns Hopkins University

Break Through the (Creative) Noise: Voya's New Approach to Sharpen Marketing Creative

11:10 - 11:40

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Does your marketing creative resonate with consumers? More importantly, does it drive engagement and revenue?

Join Voya Financial and NIQ/GfK to hear how they developed an approach to sharpen marketing creative using a unique conjoint methodology.

We will share how to:

- Adopt a fresh approach for identifying effective marketing & creative
- Implement a forced choice exercise to support creative planning, in aggregate and for targeted campaigns
- Apply this approach to your industry and other business needs

We will also discuss how to provide your stakeholders with the tools to easily implement this approach. They will thank you for attending!

Participants

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

Jason Boyd - SVP, Consumer Insights, GfK - An NIQ 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

The Journey to Deeper Behavioral Understanding and Brand Health

11:10 - 11:40

TRACK 6: NEW RESEARCH METHODOLOGIES

Have you ever wondered what truly makes your consumers tick? What really drives their brand affinities and purchase decisions? Are you longing for ways to better understand your target beyond simply demographics that will unlock better business outcomes? Then, get ready to ditch your reliance on demographics and traditional brand health tracking.

This session will highlight:

- The role that psychographic targeting and mental availability tracking can play to provide deeper and more actionable insights and identify your most attractive target(s)
- How to better appeal to them in meaningful ways that align to their core motives and attitudes- Measuring brand health and identifying marketing white spaces.
- Best practices for driving organizational alignment to a new approach, and lessons learned for generating excitement and driving adoption

Participants

Jonas Furlle - Senior Manager, Client Relations, Appinio

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

11:10 - 11:40

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

This session is an overview of who is Gen Z and ways in which brands can connect with them in 2024 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.

Fireside Chat: The Future of Consumer-Led Marketing: How AI is Changing the Game with Insights and Empathy

11:45 - 12:15

TRACK 1: INSIGHTS BEST PRACTICES

In this fireside chat, we will dive into how implementing qualitative consumer insights early and often will be transformative for marketing effectiveness.

Key Takeaways:

- How technology is enabling near real-time qualitative insights for creative testing and GTM strategy
- Increasing consumer input equals higher returns
- Consumer perspectives in the creative process are invaluable

Participants

Jonas Nielsen - CMO, GetWhy

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

Fireside Chat: Driving Impact in a Disrupted World

11:45 - 12:15

TRACK 2: LEADERSHIP, STRATEGY & ROI

In a world where Consumer Insights teams are facing challenges due to technology and the macroeconomy, we need to think smarter about how to drive impact vs. activity to remain a trusted, relevant partner to our stakeholders. This session will dive into how Insights professionals must be laser focused on driving outcomes over activity, ruthlessly prioritize and align our work to the most important business objectives; and leverage AI to enable customer-centricity at scale.

Participants

Thomas Walker - VP Global Consumer Insights, eBay

Jim Whaley - CEO, OvationMR

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

11:45 - 12:15

TRACK 3: HUMAN-POWERED INSIGHTS

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

Chris Hoel - Director of Research, Brandtrust, Inc.

The Origin and Changing Nature of Trust

11:45 - 12:15

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

The presentation will cover the latest in consumer insights, analyzing how consumers feel about the economy and how their feelings influence consumer spending. With an increasing array of factors driving consumers' purchase decisions, we will explore the ongoing nature of trust—how it's established and maintained—between customers and businesses. Utilizing data from both primary and secondary sources, we will also investigate the influence of technology on customers' trust in brands and businesses. Advancements in technology, particularly in the arena of artificial intelligence, stand to transform the relationship between brands and customers. Our research will focus on potential changes and opportunities for businesses as they chart this new territory.

Participants

Michael Nevski - Director, Global Insights, Visa

Session to be Delivered by Black Swan Data

11:45 - 12:15

TRACK 5: AI & NEXT-GEN TECH

How Google Detects and Combats Bad Actors in Large-Scale Online Surveys

11:45 - 12:15

TRACK 6: NEW RESEARCH METHODOLOGIES

Did you know that up to 40% of responses in market research panels can be classified as low quality? This not only costs researchers time and money, but also distorts the data and leads to unreliable insights. At Google, we survey millions of users every year to obtain insights that directly inform the development of our products. This talk will share findings on what Google considers to be problematic response signals beyond the traditional signals and some proposals for how we might detect them.

Takeaways:

- Pitfalls of traditional quality checks
- Techniques for detecting low-quality responses
- Applications of AI-powered techniques

Participants

Yerusha Nuh - Staff UX Engineer & Co-Lead of Research Execution, Google

Session to be Delivered by Suzy

11:45 - 12:15

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

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Reimagining Pricing Research: AI Agents and System 2 Thinking

12:20 - 12:50

TRACK 1: INSIGHTS BEST PRACTICES

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

Sahasini Sanyal - Senior Research Manager, Microsoft

Kirstin Hamlyn - Senior Research Manager, Microsoft

Mike Deinlein - VP, Corporate Innovation, Burke

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

12:20 - 12:50

TRACK 2: LEADERSHIP, STRATEGY & ROI

In this talk, Karen Sharp, SVP, Global Enterprise Customers at Zappi, along with Becky Blowers, Director, Research Science, Global Analytics and Insights at Domino's, 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: Becky Blowers - Director of Research Science, Domino's Pizza

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

Widening the Lens: Fueling Innovation Through Human-Centric Insights

12:20 - 12:50

TRACK 3: HUMAN-POWERED INSIGHTS

Human Centricity is a lens through which to view the world and by seeing and truly understanding consumers in their environments, we uncover their beliefs and motivations as individuals, which will lead to better products and successes as a business.

- Human Jobs to Be Done fuel conceptual ideas significantly more than those not rooted into these insights
- Culture shifts, such as Human Centricity versus Consumer Centricity, can lead to a deeper passion to the work, especially among R&D colleagues

Participants

Mina Sfondilis - Director of R&D, Consumer Strategy PepsiCo, PepsiCo

Rachel Vanlandingham - Sr. Manager, Early Stage Innovation Sensory and Consumer Experience, PepsiCo

Using AI to Unleash Compelling Youth Insight

12:20 - 12:50

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Over the course of 120 days, YPulse built, tested and launched an generative AI-powered chat interface, powered by hundreds of millions of syndicated data points collected since 2013.

Hear how we unlocked a breakthrough capability in record time, learning how to:

- Organize your research assets to optimize depth of insight
- Structure your product & data teams to speed development
- Engage end users to actively participate in the process
- Deliver value-enhancing capability that drives immediate impact

Participants

Dan Coates - President, YPulse

Session to be Delivered by Toluna

12:20 - 12:50

TRACK 5: AI & NEXT-GEN TECH

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Tracking Mental Availability & Advantages with Organic Valley

12:20 - 12:50

TRACK 6: NEW RESEARCH METHODOLOGIES

In this session, quantilope's CEO & Co-Founder, Dr. Peter Aschmeit, and Organic Valley's Senior Director of Consumer Strategy, Tripp Hughes, 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

Dr. Peter Aschmeit - Co-Founder & CEO, quantilope

Leveraging Emerging Signals & Need States to Awaken a Sleepy Category

12:20 - 12:50

TRACK 7: CURRENT & FUTURE CONSUMER 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

Office Hours: ResearchOps - Soup to Nuts

12:20 - 12:50

SPARK ZONE IN THE EXPO HALL

Ever wondered if ResearchOps was right for your team? Have questions about where to start? Want to know how research leadership and research operations work hand in hand? This is your session! Stop by our ask me anything session on Research Operations!

Participants

Vanessa Meziere - Research Operations Lead, Vanguard

Julie Mon - UX Research Team Leader, Vanguard

Networking Lunch

12:50 - 13:45

Networking Lunch

Inaugural Women in Insights Luncheon

12:50 - 13:45

Women in Insights Luncheon

Creating Authentic Relationships with Fans: Why Unpacking Insights Beyond Category Behavior Matters

13:45 - 14:00

SPARK SESSION 1

As the global leader in Live and the world's largest entertainment company, Live Nation seeks to go beyond music and deliver unmatched experiences. At the center of this mission is the fan, and Live Nation believes the key to connecting with and creating authentic, powerful, and lifelong relationships with fans is to understand them more deeply than simply their musical tastes and concert-going behaviors. During this session, Maggie Kuo, Director of Fan Insights at Live Nation and Josh Current, Sr Manager of Digital Hives and Online Communities at Big Village, talk about how they work together to find and continuously engage 500 real, verified, high-quality, always-available fans to deeply share everything about what makes them tick - from their views on cannabis to cars to dating apps, to streaming, diversity and inclusion, innovation, retail, and more. Join us as we showcase the art, science, and alchemy of finding the right people, getting way below the surface of their lived experiences, and leveraging this detailed knowledge to build stronger relationships with partners, sponsors, venues, and the fans themselves.

Participants

Josh Current - Sr. Manager of Digital Hives & Online Communities, Big Village

Maggie Kuo - Director of Fan Insights, Live Nation

Tech Demo: The Future is Wow – A New Breakthrough Approach to AI-Powered Customer Centricity

13:45 - 14:00

SPARK SESSION 2

Most data-driven organizations have major blind spots that keep them from seeing complete customer stories at the intersection of what people Think/Feel/Do. In this session you'll learn about new philosophies, frameworks, and tools that can help you see the full picture for the first time, helping you make smarter, faster decisions that are aligned to what customers truly want and need.

In this session you'll learn:

- How to get closer to customer truths than ever by breaking down longstanding, siloed approaches to analyzing quant, qual, and behavioral data
- How cutting-edge insights communities have become an essential tool in any customer-centric company's AI strategy
- How Hain Celestial and Finch Brands are innovating at the edge of reactive + proactive insights

Participants

John Ferreira - Chief Insights Officer, Finch Brands

Session to be Delivered by Glass

13:45 - 14:00

SPARK SESSION 3

Session to be Delivered by Alpha-Diver

13:45 - 14:00

SPARK SESSION 4

Session to be Delivered by Voxpopme

13:45 - 14:00

SPARK SESSION 5

Session to be Delivered by SightX

13:45 - 14:00

SPARK SESSION 6

Session to be Delivered by Prodege

13:45 - 14:00

SPARK SESSION 7

SESSIONS

TMRE 2024 DAY 1: TUESDAY, OCTOBER 8 - 08/10/2024

TMRE: The Market Research Event

October 8-10, 2024
Loews Royal Pacific Resort
Orlando

Session to be Delivered by Dynata

14:05 - 14:35

TRACK 1: INSIGHTS BEST PRACTICES

Moving from Insights to Strategic Thought Leadership

14:05 - 14:35

TRACK 2: 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 recentring 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 reinvigorated product experience.

Participants

Laura McCoy - Director, Global Market Research, Customer Insights, ResMed

Session to be Delivered by 84.51°

14:05 - 14:35

TRACK 3: HUMAN-POWERED INSIGHTS

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

14:05 - 14:35

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

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

How T-Mobile Taps into Researcher-Driven AI for Qual/Quant Insights

14:05 - 14:35

TRACK 5: AI & NEXT-GEN TECH

Tara Kenneway, Senior Brand Strategist & Insights at T-Mobile, sits down with Knit Founder & CEO, Aneesh Dhawan, to show off how Knit's Researcher-Driven AI platform is fueling T-Mobile's quickturn research efforts for Concept Testing, Brand Strategy and beyond.

Aneesh and Tara dive into:-

- How Researcher-Driven AI is allowing for a more custom AI Research experience on every study
- What research looks like when you no longer have to choose between depth or speed
- Real world insights and findings that T-Mobile uncovered through the Knit platform

Participants

Tara Kenneway - Senior Brand Strategist and Insights, T-Mobile

Aneesh Dhawan - CEO & Founder, Knit

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Investing in Emotion: Leveraging Human Truth to Inform Bank Strategy

14:05 - 14:35

TRACK 6: NEW RESEARCH METHODOLOGIES

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

Laura Catalani - Market Research Team Lead, Capital One

Lauren Angel - Principal Associate, Market Research, Capital One

Rain on the Roof vs. Nails on Chalkboard: The Impact of Sound on Brand Power

14:05 - 14:35

TRACK 7: CURRENT & FUTURE CONSUMER 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

VoC Champions: Turning Your Enterprise into Champions for Your Customer

14:40 - 15:10

TRACK 1: INSIGHTS BEST PRACTICES

Join us for our conference session on "VoC Champions" and learn about the transformative journey undertaken by PSECU. We will delve into a compelling case study showcasing how PSECU strategically crafted and implemented the VoC Champions program. This innovative initiative empowered individuals across the organization to become champions for the Voice of the Customer program, fostering a customer-centric culture and driving meaningful impact. You don't want to miss it!

- Learn about the VoC program and how insights are created
- Learn how PSECU created the Champions program - from stale committee meetings reading numbers to engaging conversations across the business
- Learn how the PSECU Insights Team is creating - and tracking - value generated

Participants

Jen Russell - Director of Marketing Analytics & Research, PSECU

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

14:40 - 15:10

TRACK 2: 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 candor, 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

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

14:40 - 15:10

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

Session to be Delivered by NIQ/BASES

14:40 - 15:10

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Panel: Multimodal Generative AI Applications for Deeper Insight Mining

14:40 - 15:10

TRACK 5: AI & NEXT-GEN TECH

This session delves into the transformative potential of multimodal Generative AI in unlocking nuanced consumer sentiment and understanding. We will explore its role in assessing creative content, augmenting the "why" behind insights with the "what," and incorporating images, rich media, and audio to enrich insight mining initiatives.

Participants

Panelist: Arvind Balasundaram - Executive Director, Commercial Insights & Analytics, Regeneron Pharmaceuticals

Panelist: James Newswanger - Lecturer, Department of Applied Analytics, Columbia University

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

14:40 - 15:10

TRACK 6: NEW RESEARCH METHODOLOGIES

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 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

Coca-Cola's Drivers of Change: The Next Chapter

14:40 - 15:10

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

This session will cover:

- Macro and Consumer trends at play in the broader consumer landscape
- Implications of digital innovations and what it means for our industry
- Observations of trends at play today and thoughts starters on how to make the most of an evolving landscape

Participants

Erin Merritt - Director, Consumer Insights - West, Coca-Cola

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Office Hours: Data Disaggregation

14:40 - 15:10
SPARK ZONE IN THE EXPO HALL

Join Charitie Dantis-Gayo, Corporate Vice President, Market Research & Insights, New York Life Insurance Company as she makes herself available to answer anything about data disaggregation and discuss why it's critical to insights professionals. This session is an open space to share how your company is handling data disaggregation, learn about what other companies are doing and how they use the data, and source ideas if you're looking to get started.

Participants

Charitie Dantis-Gayo - Corporate Vice President, Market Research & Insights, New York Life Insurance Company

Cooler Brands for Kids! Who Makes the Top 100 & What Makes a Brand Truly Cool for Kids?

15:15 - 15:30
SPARK SESSION 1

This is the second year we've spent answering the question: "What makes a brand truly cool for kids?" We've done this by gathering spontaneous mentions from hundreds of hours of interviews with kids and teens aged 7-14 in the U.S., observing firsthand which brands kids are engaging with and talking about, leaning on our proprietary, longitudinal Trendspotter panel. And then quantitatively measuring the brand love with our unique, innovative direct-to-kids omnibus. Who has made it into the Top 100 and what can your brand learn from the winners?

3 Key Takeaways:

- Which brands kids actually think are cool in 2024
- A deeper understanding of what drives cool for kids
- How brands can make a relevant connection with Gen Alpha

Participants

Pete Maginn - Managing Director, Commercial Insight, Beano Brain

Session to be Delivered by Borderless Access

15:15 - 15:30
SPARK SESSION 2

Run Programs Not Projects to Really Make an Impact

15:15 - 15:30
SPARK SESSION 3

Tired of the ad-hoc approach to customer experience? It's time to bring an always-on mentality to stay attuned to customers' shifting mindsets.

Join James Cuthbertson as he explores the need for a more sustainable approach to understanding customers. By strategically and systematically leveraging text data from various sources, including regularly collected NPS and CSAT feedback, you'll uncover a comprehensive understanding of customer behavior.

He will share real-world examples of research in customer experience, highlighting the importance of getting to the 'why' behind the 'what.'

Key takeaways:

1. Why ad-hoc projects don't create long-term business value and how you can morph one-time projects into repeating programs
2. How to use AI-powered text analytics software to pinpoint consumer mindset shifts through responses from survey feedback
3. How to get to the 'why' behind the 'what'; and the impact this has on customer experience, satisfaction and retention.

Participants

James Cuthbertson - Chief Revenue Officer, Relative Insight

The Big Game Day Ad: Maximizing Creative Opportunities with Better Insights

15:15 - 15:30
SPARK SESSION 4

America's most watched football game is a tremendous advertising opportunity - one that Finish Ultimate wanted to nail with relevant and insightful creative. With the help of ProtoBrand, Reckitt Brands leveraged behavioral science + AI to understand consumption context for big game day viewers, providing essential direction to the creative team. In this session, Sai Pisipati from Reckitt will share how they gathered rich insights to sway the direction of creative advertising for an audience of millions.

1. Big sports games are a prominent cultural event in the United States, with unique associations and traditions, or "Consumption Context" which can be uncovered by accessing consumer stories at scale
2. AI probing can allow for richer data insights to come to the forefront of research, inspiring creative teams when stakes are high
3. Mastering the consumption context requires a combined approach of quantitative and qualitative insights, made possible by AI

Participants

Anders Bengtsson - Founder, ProtoBrand

Sai Pisipati - US Insights & Analytics Manager - Finish & Household Brands, Reckitt

Session to be Delivered by Latana

15:15 - 15:30
SPARK SESSION 5

Speak. Sponsor. Exhibit.

15:15 - 15:30
SPARK SESSION 6

Interested in presenting here? Please contact Liz Hinkis and elizabeth.hinkis@informa.com to learn more!

Speak. Sponsor. Exhibit.

15:15 - 15:30
SPARK SESSION 7

Interested in presenting here? Please contact Liz Hinkis and elizabeth.hinkis@informa.com to learn more!

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

15:30 - 16:05

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

Session to be Delivered by Zappi

16:05 - 16:35

TRACK 1: INSIGHTS BEST PRACTICES

From Meh to Marvelous: Supercharging Your Research Team Meetings

16:05 - 16:35

TRACK 2: LEADERSHIP, STRATEGY & ROI

As research leaders, meetings with our researchers are table stakes. Yet, how often do we reflect on the efficacy of those meetings, or consider how we might supercharge time with our team to achieve key outcomes? How can we avoid having our teams think, "That could've been an email"? At Vanguard, we work alongside research leaders who oversee upwards of 100 researchers. Some teams are small (~5), while others are large (~40). Across the leadership team, we've adopted different meetings for different purposes. In this session, we'll share how we spend time with our team, including:

- Frameworks for conceptualizing meeting goals and cadences
- Sample agendas
- Examples of exercises we run to get stuff done
- Verbatims from researchers on how it's going and where we still have opportunities to tweak

To that end, while we've tried a lot of different things, we by no means have it all figured out. This session is about mutual idea exchange. What have you put in place to drive team engagement, facilitate idea sharing, and generally move things forward with your team?

Participants

Alicia Weir - Head of Financial Advisor Experience Research, Vanguard

Julie Mon - UX Research Team Leader, Vanguard

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

16:05 - 16:35

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

Unlocking Brand Value Through Human Insight

16:05 - 16:35

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Data is at a surplus – but while it can indicate that problems exist, rarely does it have the power to identify solutions. Learn how Bel Brands leans into human insight when challenges feel complex and nuanced, relying on a deep understanding of the people they serve to illuminate the necessary path toward brand success.

Participants

Vikki Cathey - Sr. Strategic Insights Manager, Bel Brands USA

Unboxing GenAI: Crafting Market Research Best Practices in Year One

16:05 - 16:35

TRACK 5: AI & NEXT-GEN TECH

Participants

Max Wartel - Director of Consumer Insights and UX Research, Fandom

An Ethnographic Approach to Marketing Strategy & Planning

16:05 - 16:35

TRACK 6: 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

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

Mayra Gacon - Customer Marketplace Insights Senior Manager, Verizon

Who is Gen Alpha?

16:05 - 16:35

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

Interested in presenting here? Please contact Liz Hinkis and elizabeth.hinkis@informa.com to learn more!

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

16:45 - 17:15

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

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**MARQUEE KEYNOTE PRESENTED BY
RESONATE**

17:15 - 17:45
THE MAIN STAGE

Participants

Ericka McCoy - CMO, Resonate

Ignited Connections & Opening Night Cocktails

17:45 - 18:45

SCHEDULE

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

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09:00	09:00 - KEYNOTE: HOW TO BE AN INSIGHTS SHARK																		

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10:00	<p>10:00 - Moderated Q&A with Daymond John, Star of ABC's Shark Tank</p> <p>10:20 - Morning Networking Break in the Expo</p>																		

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	Hall																		

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TIME	THE MAIN STAGE	TRACK 1: INSIGHTS BEST PRACTICES	TRACK 2: LEADERSHIP, STRATEGY & ROI	TRACK 3: HUMAN-POWERED INSIGHTS	TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS	TRACK 5: AI & NEXT-GEN TECH	TRACK 6: NEW RESEARCH METHODS	TRACK 7: CURRENT & FUTURE CONSUMER TRENDS	SPARK ZONE IN THE EXPO HALL	NET-WORKING LUNCH	WOMEN IN INSIGHTS LUNCHEON	SPARK SESSION 1	SPARK SESSION 2	SPARK SESSION 3	SPARK SESSION 4	SPARK SESSION 5	SPARK SESSION 6	SPARK SESSION 7	NET-WORKING BREAK & AI CAROUSEL IN THE EXPO HALL'S SPARK ZONE
11:00		<p>11:00 - Welcome with Ap-pinio</p> <p>11:10 - Only Impact Matters: Case Studies on Doing (a Lot) More With (a Lot) Less</p> <p>11:45 -</p>	<p>11:00 - Welcome with Burke</p> <p>11:10 - Strategic Research Workshops: Fueling Stakeholder Alignment and Action</p> <p>11:45 - Fireside</p>	<p>11:00 - Welcome</p> <p>11:10 - Panel: "Quote Through the Research" – Diving into the Psyche of the "Unengaged" Consumer</p> <p>11:45 - How Human</p>	<p>11:00 - Welcome</p> <p>11:10 - Break Through the (Creative) Noise: Voya's New Approach to Sharpen Marketing Creative</p>	<p>11:00 - Welcome with OvationMR</p> <p>11:10 - Navigating the Synthetic Data Landscape: Unleashing New Frontiers in</p>	<p>11:00 - Welcome</p> <p>11:10 - The Journey to Deeper Behavioral Understanding and Brand Health</p> <p>11:45 - How Google Detects and</p>												

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TMRE 2024 DAY 1: TUESDAY, OCTOBER 8 - 08/10/2024

TMRE: The Market Research Event

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		Fire-side Chat: The Future of Consumer-Led Marketing: How AI is Changing the Game with Insights and Empathy	Chat: Driving Impact in a Disrupted World	Truth Builds Better Brands - And Might Just Save The World!	11:45 - The Origin and Changing Nature of Trust	Market Research 11:45 - Session to be Delivered by Black Swan Data	Combats Bad Actors in Large-Scale Online Surveys	livered by Suzy											

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12:00		12:20 - Reimagining Pricing Research: AI Agents and System 2 Thinking	12:20 - Fireside Chat: Domino's & Zappi: Building a Connected, Iterative Advertising System to Create Winning Campaigns	12:20 - Widening the Lens: Fueling Innovation Through Human-Centric Insights	12:20 - Using AI to Unleash Compelling Youth Insight	12:20 - Session to be Delivered by Toluna	12:20 - Tracking Mental Availability & Advantages with Organic Valley	12:20 - Leveraging Emerging Signals & Need States to Awaken a Sleepy Category	12:20 - Office Hours: Research Ops - Soup to Nuts	12:50 - Networking Lunch	12:50 - Inaugural Women in Insights Luncheon								

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			Every Time																

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13:00												13:45 - Creating Authentic Relationships with Fans: Why Unpacking Insights Beyond Category Behavior Matters	13:45 - Tech Demo: The Future is Wow – A New Breakthrough Approach to AI-Powered Customer Centricity	13:45 - Session to be Delivered by Glass	13:45 - Session to be Delivered by Alpha-Diver	13:45 - Session to be Delivered by Voxpopme	13:45 - Session to be Delivered by SightX	13:45 - Session to be Delivered by Prodeg e	

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14:00		<p>14:05 - Session to be Delivered by Dynata</p> <p>14:40 - VoC Champions: Turning Your Enterprise into Champions for Your Customer</p>	<p>14:05 - Moving from Insights to Strategic Thought Leadership</p> <p>14:40 - Panel: Mastering Market Research: Crafting a</p>	<p>14:05 - Session to be Delivered by 84.51°</p> <p>14:40 - Shift Retail Lab: A Vision for the Future of Customer Insights and Product In-</p>	<p>14:05 - Benchmarking the Best: Leveraging Competitive Insights to Drive New Product Development and Portfolio Optimization</p>	<p>14:05 - How T-Mobile Taps into Researcher-Driven AI for Qual/Quant Insights</p> <p>14:40 - Panel: Multimodal Generative AI Applications</p>	<p>14:05 - Investing in Emotion: Leveraging Human Truth to Inform Bank Strategy</p> <p>14:40 - Using AI to Conduct Qualitative</p>	<p>14:05 - Rain on the Roof vs. Nails on Chalkboard: The Impact of Sound on Brand Power</p> <p>14:40 - Coca-Cola's Drivers of Chang</p>	<p>14:40 - Office Hours: Data Disaggregation</p>										

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		tomor	Roadmap for Analyst Skill Evolution	novation	14:40 - Session to be Delivered by NIQ/BASES	for Deeper Insight Mining	and Quantitative Surveys: A Case Study and Demonstration	e: The Next Chapter											

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15:00												15:15 - Coolest Brands for Kids! Who Makes the Top 100 & What Makes a Brand Truly Cool for Kids?	15:15 - Session to be Delivered by Borderless Access	15:15 - Run Programs Not Projects to Really Make an Impact	15:15 - The Big Game Day Ad: Maximizing Creative Opportunities with Better Insights	15:15 - Session to be Delivered by Lata	15:15 - Speak. Sponsor. Exhibit.	15:15 - Speak. Sponsor. Exhibit.	15:30 - Networking Break & AI Carousel in the Expo Hall's Spark Zone

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16:00	16:45 - KEYNOTE: INSIGHTS & INFLUENCE IGNITED: LEADERSHIP, IMPACT & THE ART OF STORYTELLING	16:05 - Session to be Delivered by Zap- pi	16:05 - From Meh to Marvelous: Supercharging Your Research Team Meetings	16:05 - Panel: The Whys that Lead You to the Now Whats: Leveraging Behavioral Science for Agile Insights	16:05 - Unlocking Brand Value Through Human Insight	16:05 - Unboxing GenAI: Crafting Market Research Best Practices in Year One	16:05 - An Ethnographic Approach to Marketing Strategy & Planning	16:05 - Who is Gen Alpha?											

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17:00	17:15 - MARQUEE KEYNOTE PRESENTED BY RESONATE 17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails	17:45 - Ignited Connections & Opening Night Cocktails

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Badge Pick-Up, Breakfast & Industry-Specific Networking

07:45 - 09:00

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. Savor a variety of mouthwatering options, from fresh pastries to nourishing fruits and energizing beverages. And fear not, caffeine enthusiasts – a dedicated coffee station will be available, ensuring you're well-fueled and ready to make the most of the conference.

You are also invited to find the special areas we designated for industry-specific networking.

TMRE 2024 Day 2 Kick Off

09:00 - 09:15
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Sr., Director, Insights Lead, The Clorox Company

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

09:15 - 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 with Charles Duhigg, New York Times Bestselling Author & Pulitzer Prize-Winning Columnist

09:55 - 10:15
THE MAIN STAGE

Participants

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

Networking Break & Charles Duhigg Book Signing in the Expo Hall

10:15 - 11:00
THE MAIN STAGE

Welcome with Appinio

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

Welcome with Burke

11:00 - 11:10
TRACK 2: LEADERSHIP, STRATEGY & ROI

Welcome

11:00 - 11:10
TRACK 3: HUMAN-POWERED INSIGHTS

Welcome

11:00 - 11:10
TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Welcome with OvationMR

11:00 - 11:10
TRACK 5: AI & NEXT-GEN TECH

Welcome

11:00 - 11:10
TRACK 6: NEW RESEARCH METHODOLOGIES

Welcome

11:00 - 11:10
TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

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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

Building a Customer Journey Driven by Insights and Powered by Strategy

11:10 - 11:40

TRACK 2: LEADERSHIP, STRATEGY & ROI

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

Session to be Delivered by Rival Technologies

11:10 - 11:40

TRACK 3: HUMAN-POWERED INSIGHTS

Data Analytics and Insights in Action for CPG

11:10 - 11:40

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

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.

Session to be Delivered by Canvs

11:10 - 11:40

TRACK 5: AI & NEXT-GEN TECH

Participants

Jared Feldman - Founder & CEO, Canvs

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

Panel: Emerging Market Research Methodologies and Trends

11:10 - 11:40

TRACK 6: NEW RESEARCH METHODOLOGIES

This panel will explore the latest trends and techniques being employed by today's leading researchers. 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 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: Andrew Embry - Sr. Director, Insights Innovation Capabilities - Global Core Market Research, Eli Lilly and Company

Game Changing Combination of Behavioral Science and AI

11:10 - 11:40

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

A surprise client will join Newristics on stage to talk about the demonstrable impact of combining the power of messaging science, algorithms and databases to help brands bring messaging to market that understands and reflects what their consumers are authentically motivated by.

Participants

Jason Ingargiola - Chief Revenue Officer, Newristics

Betting on Health: How Horizon BCBSNJ Unlocked Personal Truths to Bolster Customer Decision Making in the Health Insurance Industry

11:45 - 12:15

TRACK 1: INSIGHTS BEST PRACTICES

In the post-COVID healthcare landscape, Horizon Blue Cross & Blue Shield of New Jersey recognized the vital need to re-assess the evolving needs and motivations of individual consumers interacting with their health insurance. This understanding was crucial for developing emotionally resonant engagement strategies with new audiences, products, and hospital systems. By widening the aperture of their day-to-day perspectives, the Horizon BCBSNJ team engaged in deep qualitative research that re-examined a crucial 'insights trifecta' which has been a guiding light for their brand behavior. The insights helped the team understand how to delight their customers, offering incredible focus and inspiration for how to evolve their customer experience.

Participants

Jay Driggers - Chief Experience Officer, Horizon Blue Cross Blue Shield of New Jersey

Session to be Delivered by Cambri

11:45 - 12:15

TRACK 2: LEADERSHIP, STRATEGY & ROI

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

11:45 - 12:15

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: Bridget Nelson - Head of Brand Performance and Audience Research, MassMutual

Panelist: Alisha Strother - Head of Fan and Partner Insights, Live Nation

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

Session to be Delivered by ProQuo AI

11:45 - 12:15

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

AI in Fashion and Apparel Retail: Applications and Execution

11:45 - 12:15

TRACK 5: AI & NEXT-GEN TECH

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

Beyond the Shelves: How Retail Media is Quietly Transforming Commerce

11:45 - 12:15

TRACK 6: NEW RESEARCH METHODOLOGIES

With the digital world rapidly shifting, brands need fresh strategies to attract consumer attention. Retail media—from Amazon Advertising to Target's Roundel—is changing the game by offering real-time data and personalized touches at every stage of the customer journey. While digital price tags can connect with shoppers right before they buy, addressing issues like banner blindness is essential for optimizing these opportunities.

Get the inside scoop on mastering retail media strategies and explore real-world case studies to make data-driven decisions with EyeSee and Imteaz Ahmed, the lead expert in Performance Marketing at Reckitt.

Participants

Laura Hoste - Senior Director of New Business Development, EyeSee

Imteaz Ahmed - Head of Performance Marketing, Nutrition, Reckitt

Session to be Delivered by Black Swan Data

11:45 - 12:15

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

Think Tank: Where to Get Innovation Inspiration

11:45 - 12:15

SPARK ZONE IN THE EXPO HALL

The open-format session is about all the sources of inspiration and how they overlap to provide juice for innovation. Sometimes it's the accumulation of multiple small things that bring about a big eureka moment. It's the trail of breadcrumbs that lead to the treasure versus the billboard with a sign marked X. Join me as I share tips and tricks to fuel your innovation thinking and process to lead to better success.

Participants

Shilpa Khanna - Associate Director of Insights, Clorox

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

12:20 - 12:50

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

Panelist: Cory Lommel - Director - Consumer Insights, Cargill

Panelist: Salomè Aguilar - Global Vice President, Analytics, Applied Data Science & Research, Nike

Panelist: Tim Hall - Co-Founder, Simpporter

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

Critical Aspects of Career Development in a Changing Market Research Industry

12:20 - 12:50

TRACK 2: LEADERSHIP, STRATEGY & ROI

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

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

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

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The Human Advantage

12:20 - 12:50

TRACK 3: HUMAN-POWERED INSIGHTS

There have always been tools that tell you "What" happened in the research we conduct. These tools have continued to come faster, less expensive and in our new world, fueled by an AI input. To truly understand the "Why" of research, we must observe behavior. This observation allows us to decode the unspoken influence our tactics may have on shoppers or consumers. This discussion explores the reality of why our industry is rediscovering in person research and how this approach is being used to complement existing data or uncover the "Why" behind the Buy!

Participants

Tom Dilley - Managing Director, PRS IN VIVO

Natalia Lumpkin - Vice President, Consumer Insights, PepsiCo Foods North America

Deciphering Fanalytics: Understanding the Dynamics of Fan Behavior and Self-Reported Fandom Levels

12:20 - 12:50

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Consumers, even highly engaged ones, often resist identity-driven labels like "gamer," "super-fan," or "Swiftie," expecting these labels to apply not to them, but instead to fans with even higher levels of engagement. Understanding level of fandom and engagement is crucial in user-generated content (UGC) and the wider media space to effectively target fan experiences and understand audience makeup. We delve into the differences between self-reported levels of interest and the expression of fan behaviors, drawing on a combination of survey data and site analytics sourced from Fandom. Better understanding of what it means to our audience to be a fan or a gamer will allow stronger targeting of experiences, better product design cycles, and improved marketing strategies.

Key Takeaways:

- Consumers, even highly engaged ones, often resist identity-driven labels like "gamer," "super-fan," or "Swiftie," expecting these labels to apply not to them, but instead to fans with even higher levels of engagement.
- Similar level of reported fandom do not necessarily equate to similar behaviors.
- Transitioning from or complementing self-reported levels of interest with insights derived from behavioral analysis yields more actionable results and findings.
- Finding the right terminology allows us to better interact with fans and allows fans to reveal more of themselves

Participants

Max Wartel - Director of Consumer Insights and UX Research, Fandom

Bringing Insights to Life: The New Role of AI

12:20 - 12:50

TRACK 5: AI & NEXT-GEN TECH

Most of us have heard about how AI is helping with research methodology and analysis. But what about insights visualization? Tools like Midjourney, DALL-E 2, Jasper, and Adobe Firefly are rapidly improving, providing unprecedented access to image generation tools. At the same time as the rise in AI, there has been a surge in interest for in-person insights activation, as brands look for new ways to generate internal excitement and bring research to life.

Join Vital Findings and Dexcom as we walk you through the current state of insights visualization, how AI-enabled solutions are driving change, and how in-person insights activation is stepping up post-pandemic. We'll share two case studies:

- An in-person segment visualization done live at a footwear brand's conference
- An all-AI segment visualization for a Dexcom CGM segmentation You'll walk away with smart AI visualization techniques regardless of your experience level using AI, and inspiration for how you can activate insights with in-person experiences.

Participants

Jason Kramer - Chief Research Officer, Vital Findings

Allison Stevens - Market Research Manager, Dexcom

Consumer-Based Growth Plan: A Human-Centric Approach to Identifying Profitable Actions, Attitudes, and Perceptions to Influence

12:20 - 12:50

TRACK 6: NEW RESEARCH METHODOLOGIES

Discover how integrating survey based attitudinal insights with behavioral data can supercharge your business performance. Solutions to find the underlying human-centric insight that would influence consumers to take a desired action, thereby establishing a direct link to tangible business growth by leveraging actual spend and behavioral data.

Participants

Jagruiti Jain - Sr. Director of Insights, Visa

Simon Benarroch - Vice President Global Insights & Analytics, Visa

Panel: Seeing Past the Numbers: From Abstract Data to Relatable Insights

12:20 - 12:50

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

Transform abstract data into relatable insights by focusing on the human elements behind the numbers, a vital skill demanded in more and more professions. Using GWI data, this session will teach you how to humanize your analysis process in creative ways to engage with data and extract valuable insights. Discover new methodologies to enhance your data analysis and decision-making processes.

Participants

Chase Buckle - VP, Trends, GWI

Networking Lunch

12:50 - 14:05

Networking Lunch

Fireside Chat: Suite Success: How Marriott's Insight Community Drives Strategic Vision

14:05 - 14:35

TRACK 1: INSIGHTS BEST PRACTICES

Understanding customer needs and preferences is the key to navigating uncertain times. Marriott International, in partnership with Fuel Cycle, has successfully leveraged its insights community to navigate the evolving landscape of the hospitality industry. Marriott's community has transformed from a tactical feedback tool into an asset that informs strategic decision-making at the company.

This presentation will explore the journey of Marriott's insights community from its inception during COVID-19 to its current role as a vital source of global customer insight for the organization. We will discuss how Marriott has adapted its use of the community to respond to shifting business priorities and external socioeconomic factors. With best practices, use cases, and real examples, attendees will gain valuable insights into how to sustain and evolve their own insights programs amidst changing business environments and ensure that these insights reach their stakeholder and leadership teams while impacting change across the entire organization.

Key Takeaways:

- Sustaining Insight Programs in Changing Times:** Learn how Marriott has maintained and evolved its market research community to stay relevant and effective through the shifts in the travel industry over recent years.
- From Insights to Influence:** Discover the strategies Marriott employed to elevate community-generated insights from operational feedback to strategic guidance, breaking down organizational silos and fostering a culture of data-driven decision-making.
- Maximizing Community Value:** Explore success stories demonstrating how Marriott's community not only enhances member engagement but also drives significant business benefits, supporting areas of growth and innovation across the company.

Participants

Moderator: Elana LaDue - Director, Sales Development, Fuel Cycle

Speaker: Philippe Francois - Director, Consumer Insights & Strategy, Marriott International

Ask Me Anything: Increasing Visibility of the Insights Function Organization-Wide While Elevating your Personal Brand

14:05 - 14:35

TRACK 2: LEADERSHIP, STRATEGY & ROI

Researchers have long discussed earning a 'seat at the table'. This session explores new ideas with specific recommendations on how you can dramatically increase the visibility of the insights function, individual team members, and most importantly, your work. Senior business leaders will be demanding your presence 'at the table.' The session will also identify opportunities to elevate your personal brand both within and outside your organization.

Participants

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

Understanding Wellbeing in the Food Retail Sector: A Semiotics Study to Uncover the Hidden and Evolving Language of Wellness

14:05 - 14:35

TRACK 3: HUMAN-POWERED INSIGHTS

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

14:05 - 14:35

TRACK 4: THE INTERSECTION OF ANALYTICS & 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

Session to be Delivered by Stravito

14:05 - 14:35

TRACK 5: AI & NEXT-GEN TECH

Solving Healthcare Challenges with Consumer Insights

14:05 - 14:35

TRACK 6: NEW RESEARCH METHODOLOGIES

This session showcases how intersectional analysis of patient experience data and brand perceptions coalesces to offer solutions to health care points of friction.

Panel: Insights Perspectives Report

14:05 - 14:35

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

Participants

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

Amplify the Voice of Your Customer: How to Build an Immersive Program that Unites MR, UR, CX, and Social Insights

14:40 - 15:10

TRACK 1: INSIGHTS BEST PRACTICES

Using Sonos, a premium tech retail company, as a case study throughout session, you will learn to understand how to build scalable strategies that promote streamlined reporting capabilities across tools and teams. Learn how to infuse insights from market research, user research, social listening, and contact center data to tell a holistic view of the customer experience.

Takeaways:

- How to build a network of Voice of Customer Champions who know your internal audience
- How to view a customer journey and identify moments that matter, in order to effectively measure customer feedback.
- How to marry contact center data with customer feedback from other listening channels

Participants

Kristen Blizel - Senior VOC Program Owner, Sonos

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

14:40 - 15:10

TRACK 2: LEADERSHIP, STRATEGY & ROI

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' Katherine Holman as she discusses how she 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

Katherine Holman - Vice President, Supply Chain, Meals & Baking Solutions, General Mills

Session to be Delivered by Alida

14:40 - 15:10

TRACK 3: HUMAN-POWERED INSIGHTS

Digital Transformation in Automotive Market Research

14:40 - 15:10

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

Attend this session to learn:

- The role data plays in the changing automotive landscape
- How digital transformation is changing the customer experience
- How market research is evolving into the company's thought leaders
- Deriving insight from new, organic data sources with transformer models
- How we are preparing our workforce for the data analytics age

Participants

David Terebessy - Digital Transformation + Consumer Insights Leader, Nissan Motor Corporation

Shortcuts to Stay Business Critical in the Age of AI

14:40 - 15:10

TRACK 5: AI & NEXT-GEN TECH

When MidJourney, DALL-E, and ChatGPT took over our day-to-day vernacular, many questioned the need for people dedicated to marketing, insights, and research. Couldn't AI just do all the analysis, all the research, and all the marketing for a business? Fast forward to 2024 and not only are these teams still in existence, but their need has become evermore pronounced, especially when navigating the complexities of competing customer, business, and legal challenges, mixed with the need to have a human-centric approach to business. In this session, you'll learn how to navigate the wild wild west of AI, including its impact on brand identity & equity, copyright & trademarks, insight applications, and marketing operations. Walk away with shortcuts to stay critical in your business in the age of AI.

Participants

Rose Jia - Head of Growth Marketing, Prime Video & Amazon Studios

Session to be Delivered by MSW Research

14:40 - 15:10

TRACK 6: NEW RESEARCH METHODOLOGIES

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Session TBA

14:40 - 15:10

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

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

15:10 - 15:45

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

Predicting Alienation with a Whole Consumer Perspective

15:45 - 16:15

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 holistic consumer perspective.

Participants

Michael Nestrud - VP, Research & Innovation, Curion Insights

Mike Coffel - Manager, CMI, Nestlé

Fireside Chat: Delivering Your Insights Impact

15:45 - 16:15

TRACK 2: 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

Elias Soussou - Senior Director, Global Consumer & Market Insights, FGX International, a division of EssilorLuxottica

Colleen Funkey - Vice President, Consumer Insights, The Estée Lauder Companies Inc.

Applying Behavioral Science: From Insight to Impact

15:45 - 16:15

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

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

15:45 - 16:15

TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS

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

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

15:45 - 16:15

TRACK 5: AI & NEXT-GEN TECH

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

Brenna Ramsay - Senior Product Marketing Manager, Tremendous

Session to be Delivered by ZS

15:45 - 16:15

TRACK 6: NEW RESEARCH METHODOLOGIES

Revolutionizing Wellness Through Radical Consumer Empathy

15:45 - 16:15

TRACK 7: CURRENT & FUTURE CONSUMER TRENDS

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

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KEYNOTE: THE ANATOMY OF VIRAL TRENDS & HIT PRODUCTS

16:25 - 17:10
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

Lightning Talks

17:15 - 17:45
THE MAIN STAGE

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

Ignited Connections & Cocktails

17:45 - 18:45

SCHEDULE

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07:00	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking	07:45 - Badge Pick-Up, Breakfast & Industry-Specific Networking
09:00	<p>09:00 - TMRE 2024 Day 2 Kick Off</p> <p>09:15 - KEYNOTE: SUPERCOMMUNICATORS - THE POWER OF CONVERSATION AND HIDDEN LANGUAGE OF CONNECTION</p> <p>09:55 - Moderated Q&A with Charles Duhigg, New York Times Bestselling Author & Pulitzer Prize-Winning Columnist</p>										

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TIME	THE MAIN STAGE	TRACK 1: INSIGHTS BEST PRACTICES	TRACK 2: LEADERSHIP, STRATEGY & ROI	TRACK 3: HUMAN-POWERED INSIGHTS	TRACK 4: THE INTERSECTION OF ANALYTICS & INSIGHTS	TRACK 5: AI & NEXT-GEN TECH	TRACK 6: NEW RESEARCH METHODOLOGIES	TRACK 7: CURRENT & FUTURE CONSUMER TRENDS	SPARK ZONE IN THE EXPO HALL	NETWORKING LUNCH	NETWORKING BREAK & AI CAROUSEL IN THE EXPO HALL'S SPARK ZONE
10:00	10:15 - Networking Break & Charles Duhigg Book Signing in the Expo Hall										
11:00		<p>11:00 - Welcome with Apinio</p> <p>11:10 - Supercharge Your Company Performance with AI-Powered Intranet</p> <p>11:45 - Betting on Health: How Horizon BCB-SNJ Unlocked Personal Truths to Bolster Customer Decision Making in the Health Insurance Industry</p>	<p>11:00 - Welcome with Burke</p> <p>11:10 - Building a Customer Journey Driven by Insights and Powered by Strategy</p> <p>11:45 - Session to be Delivered by Cambri</p>	<p>11:00 - Welcome</p> <p>11:10 - Session to be Delivered by Rival Technologies</p> <p>11:45 - Panel: How to Keep Humanity at the Core of Market Research</p>	<p>11:00 - Welcome</p> <p>11:10 - Data Analytics and Insights in Action for CPG</p> <p>11:45 - Session to be Delivered by Pro-Quo AI</p>	<p>11:00 - Welcome with OvationMR</p> <p>11:10 - Session to be Delivered by Canvs</p> <p>11:45 - AI in Fashion and Apparel Retail: Applications and Execution</p>	<p>11:00 - Welcome</p> <p>11:10 - Panel: Emerging Market Research Methodologies and Trends</p> <p>11:45 - Beyond the Shelves: How Retail Media is Quietly Transforming Commerce</p>	<p>11:00 - Welcome</p> <p>11:10 - Game Changing Combination of Behavioral Science and AI</p> <p>11:45 - Session to be Delivered by Black Swan Data</p>	<p>11:45 - Think Tank: Where to Get Innovation Inspiration</p>		

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12:00		12:20 - Panel: DIY Research: Promises, Pitfalls and Proof of Concept	12:20 - Critical Aspects of Career Development in a Changing Market Research Industry	12:20 - The Human Advantage	12:20 - Deciphering Fanalytics: Understanding the Dynamics of Fan Behavior and Self-Reported Fandom Levels	12:20 - Bringing Insights to Life: The New Role of AI	12:20 - Consumer-Based Growth Plan: A Human-Centric Approach to Identifying Profitable Actions, Attitudes, and Perceptions to Influence	12:20 - Panel: Seeing Past the Numbers: From Abstract Data to Relatable Insights		12:50 - Networking Lunch	

SCHEDULE

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14:00		<p>14:05 - Fireside Chat: Suite Success: How Marriott's Insight Community Drives Strategic Vision</p> <p>14:40 - Amplify the Voice of Your Customer: How to Build an Immersive Program that Unites MR, UR, CX, and Social Insights</p>	<p>14:05 - Ask Me Anything: Increasing Visibility of the Insights Function Organization-Wide While Elevating your Personal Brand</p> <p>14:40 - Enhancing Employee Engagement with General Mills: Applying & Leveraging Research Methodologies Internally</p>	<p>14:05 - Understanding Well-being in the Food Retail Sector: A Semiotics Study to Uncover the Hidden and Evolving Language of Wellness</p> <p>14:40 - Session to be Delivered by Alida</p>	<p>14:05 - Exploring the Human Factor: Harnessing Psychological Principles to Interpret Primary Research</p> <p>14:40 - Digital Transformation in Automotive Market Research</p>	<p>14:05 - Session to be Delivered by Stravito</p> <p>14:40 - Shortcuts to Stay Business Critical in the Age of AI</p>	<p>14:05 - Solving Healthcare Challenges with Consumer Insights</p> <p>14:40 - Session to be Delivered by MSW Research</p>	<p>14:05 - Panel: Insights Perspectives Report</p> <p>14:40 - Session TBA</p>			
15:00		<p>15:45 - Predicting Alienation with a Whole Consumer Perspective</p>	<p>15:45 - Fireside Chat: Delivering Your Insights Impact</p>	<p>15:45 - Applying Behavioral Science: From Insight to Impact</p>	<p>15:45 - New York Times Games, Cooking, Sports and Shopping: Researching the Value of Highly Engaged Audiences</p>	<p>15:45 - Unmasking Fraudsters: AI-Powered Insights to Stop Fraud and Save Money</p>	<p>15:45 - Session to be Delivered by ZS</p>	<p>15:45 - Revolutionizing Wellness Through Radical Consumer Empathy</p>		<p>15:10 - Networking Break & AI Carousel in the Expo Hall's Spark Zone</p>	

SCHEDULE

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16:00	16:25 - KEYNOTE: THE ANATOMY OF VIRAL TRENDS & HIT PRODUCTS										
17:00	17:15 - Lightning Talks 17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails	17:45 - Ignited Connections & Cocktails

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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 - Sr., Director, Insights Lead, The Clorox Company

KEYNOTE: CHANGING BEHAVIOR - GUIDING EMPLOYEE AND CUSTOMER CHOICES FOR GOOD

09:10 - 09:50
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 with Katy Milkman, Economist, Bestselling Author & Wharton Professor

09:50 - 10:10
THE MAIN STAGE

Participants

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

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

10:15 - 10:45
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

Final TMRE Co-Chair Thoughts & Closing Remarks

10:45 - 11:00
THE MAIN STAGE

Participants

David Boyle - Founder, Audience Strategies

Oksana Sobol - Sr., Director, Insights Lead, The Clorox Company

Networking Break in the Expo Hall

11:00 - 11:30

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

11:30 - 12:45
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

11:30 - 12:45
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

SESSIONS

TMRE 2024 DAY 3: THURSDAY, OCTOBER 10 - 10/10/2024

TMRE: The Market Research Event

October 8-10, 2024
Loews Royal Pacific Resort
Orlando

Workshop 3, Part I: A Rallying Cry for Making Insights Accessible *Certification Included

11:30 - 12:45

Workshop III

Are you missing out on 25% of the population in your research? Designing research to be more accessible to participants who have disabilities removes barriers and can enhance the overall experience for all.

Verizon has partnered with other client and agency partners to establish an Accessibility Consortium to work towards closing the gap in making research accessible for all.

Key Takeaways:

Verizon and members of the Accessibility Consortium will lead a workshop on building accessibility into upfront planning of research, exploring new inclusive design processes for creating surveys, and evaluating the resulting participant experience. The overarching goal is to rally participants to pledge commitment to accessibility through specific actions/behavioral changes within their respective organizations.

Participants

Claire Ferrari - Senior Manager, UX Researcher, Verizon

Joanne McDonough - Researcher, Verizon

Closing Networking Lunch

12:45 - 13:30

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

13:30 - 14:45

Workshop I

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Hewlett Packard Enterprise & Dell Technologies

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Workshop II

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Participants

Claire Ferrari - Senior Manager, UX Researcher, Verizon

Joanne McDonough - Researcher, Verizon

End of TMRE 2024

14:45 - 14:50

SCHEDULE

TMRE 2024 DAY 3: THURSDAY, OCTOBER 10 - 10/10/2024

TMRE: The Market Research Event

October 8-10, 2024
Loews Royal Pacific Resort
Orlando

TIME	THE MAIN STAGE	WORKSHOP I	WORKSHOP II	WORKSHOP III
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: CHANGING BEHAVIOR - GUIDING EMPLOYEE AND CUSTOMER CHOICES FOR GOOD 09:50 - Moderated Q&A with Katy Milkman, Economist, Bestselling Author & Wharton Professor			
10:00	10:15 - KEYNOTE: A CENTURY OF CURIOSITY: P&G ANALYTICS & INSIGHTS DISCOVERING THE FUTURE 10:45 - Final TMRE Co-Chair Thoughts & Closing Remarks			
11:00	11:00 - Networking Break in the Expo Hall	11:30 - Workshop 1, Part I: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included 11:00 - Networking Break in the Expo Hall	11:30 - Workshop 2, Part I: Championing Consumer-Centricity for Company Success *Certification Included 11:00 - Networking Break in the Expo Hall	11:30 - Workshop 3, Part I: A Rallying Cry for Making Insights Accessible *Certification Included 11:00 - Networking Break in the Expo Hall
12:00	12:45 - Closing Networking Lunch	12:45 - Closing Networking Lunch	12:45 - Closing Networking Lunch	12:45 - Closing Networking Lunch
13:00		13:30 - Workshop 1, Part II: Unlocking Growth: Transformation from Researcher to Strategic Business Partner *Certification Included	13:30 - Workshop 2, Part II: Championing Consumer-Centricity for Company Success *Certification Included	13:30 - Workshop 3, Part II: A Rallying Cry for Making Insights Accessible *Certification Included
14:00	14:45 - End of TMRE 2024	14:45 - End of TMRE 2024	14:45 - End of TMRE 2024	14:45 - End of TMRE 2024