DON’T MISS OUR UPCOMING 2019 EVENTS.

Are you ready to experience even more cutting-edge technologies, fresh perspectives, and new connections? Join us at another IIeX event soon!

• IIeX North America
  April 23-25 in Austin
  iiex-na.insightinnovation.org

• Attribution Accelerator
  October 17 in New York City
  attribution.insightinnovation.org

• IIeX Health
  June 3-4 in Philadelphia
  iiexhealth.insightinnovation.org

• IIeX Behavior
  November 12-13 in Boston
  iiexbehavior.insightinnovation.org

• IIeX Asia Pacific
  December in Bangkok
  iiex-ap.insightinnovation.org

• IIeX Behaviour
  November in London
  behaviour-london.insightinnovation.org
Ready to learn about the newest thinking and technologies in insights, get practical training you can take back to the office, and network with like-minded insights pros? You’re in the right place.

We’re dedicated to spotlighting up-and-coming technologies, and new voices in the industry. Be sure to check out the IIeX Competition and the Startup Series track for startups presenting their game-changing proposals to disrupt the future of research. There’s also a full track reserved for speakers making their stage debut – visit the New Speakers Series track to hear from fresh voices stepping up to the plate to share their industry knowledge.

You’ll also have the chance to choose a startup to compete alongside the other IIeX Competition finalists at Meet the Startups on Day One, presented by Dynata. You’ll find Dynata Dollars tucked inside your welcome folder. Use them to vote for the company you want to see move on to the Competition pitch, making them eligible for the $20,000 prize!

We’re so glad to have you here at IIeX. Prepare yourself for two days of nonstop learning, collaboration, and connection with other industry leaders.

DOWNLOAD OUR MOBILE APP
To access the most accurate, up-to-the-minute version of the agenda and to connect with other attendees, download the Bizzabo app for iOS or Android. Verify your registration email (or create a new account with your registration email), and select IIeX Europe 2019 to access the event information. The code to join the Community is iiex.

GET CONNECTED VIA WI-FI
The network name is HappyMR – the password is "podcasts".

NEED HELP?
If you have questions on-site, or need any help, please stop by the registration desk. You can also email us at iiexevents@greenbook.org, and we’ll get back to you ASAP.

TWITTER
Join the conversation online using the conference hashtag: #iiex – you can also follow us at @GreenBook for updates!

DOWNLOADING PRESENTATIONS
Presentation PDFs will be uploaded to our event website within the next couple weeks. We’ll send an email to all attendees once they’re available.
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AGENDA: DAY ONE

WELCOME: REGISTRATION & COFFEE

7:30AM-8:45AM
Registration & Morning Coffee
Check in at registration, then fuel up with some light breakfast snacks before sessions begin.

PLENARY SESSIONS: REAL-TIME REVOLUTION

Chaired by Ray Poynter & Lucy Davison

8:45AM-9:00AM
Opening Remarks by Ray Poynter (The Future Place) & Lucy Davison (Keen as Mustard)
Announcement of GRIT Future List Honorees by Gregg Archibald (Gen2 Advisors) & Babita Earle (Zappi)

9:00AM-9:20AM
The Hedgehog and the Fox: Shifting the Video Games Industry
Alex Drozdovsky (Wargaming)

9:20AM-9:40AM
Humanizing Data: How We Used a Robot to Solve Very Human Problems
Elaine Rodrigo (Danone France)

9:40AM-10:10AM
Panel: When Research and Data Collide
Moderated by Mike Stevens (What Next Strategy) with panelists Liz Boffey (Nestlé Food & Dairy), Pedro Cosa (Turner), Becky Hillcoat (Mail Metro Media) & Rufus Weston (Just Eat)

10:10AM-10:30AM
The Power of Learning in the Real World
Estrella Lopez-Brea (Cereal Partners Worldwide)

10:30AM-10:50AM
System 3: The Missing Dimension of Consumer Insight
Leigh Caldwell (Irrational Agency)

NETWORKING BREAK & INNOVATION SHOWCASE

10:50AM-11:20AM
Take some time to refresh with light snacks, check out exhibits and cool demos, and network with other attendees.
**AGENDA: DAY ONE**

**TRACK 1**

**Applied AI**  
*Chaired by Francesco D’Orazio*

11:20AM-11:40AM  
Beyond Qual and Quant: Using AI to Define a New Sector and Uncover Actionable Insights  
Connie Zhang (Abbott) & Asad Ahmad (Quid)

11:40AM-12:00PM  
Coca-Cola’s AI Journey to Lean and Agile Insights Generation  
Begoña Fafian (Coca-Cola) & Elizabeth Morgan (Market Logic Software)

12:00PM-12:20PM  
AI-Driven Text Coding in the Real World  
Tim Brandwood (Digital Taxonomy)

12:20PM-12:40PM  
Never Miss a Trend Again by Adopting an AI-Led Approach  
Richard Maryniak (Black Swan Data)

**TRACK 2**

**Pathways to Innovation**  
*Chaired by Danielle Todd*

11:20AM-11:40AM  
How to Put Consumers at the Heart of Innovation in the Fashion Industry  
Nadine Cottet (Lacoste), Alizée Berthelot (Lacoste) & Hélène Luong Bubbles (iasagora)

11:40AM-12:00PM  
Agile Insights: How to Activate Your Research With the Speed of a Startup  
Andrew Desmarais (KnowledgeHound)

12:00PM-12:20PM  
Enabling Innovation: Clearing Blockages on the Path of Adoption  
Mardien Drew (Savanta)

12:20PM-12:40PM  
How to Achieve 30% Cost Reduction on Custom Market Research  
Nik Samoylov (Conjoint.ly)

**TRACK 3**

**New Speaker Series**  
*Chaired by Annie Pettit, Ph.D*

11:20AM-11:40AM  
Moods, Emotions & Flavors: Delivering Business Impact on a Global Scale  
Simona Salcudeanu (InSites Consulting) & Tatiana Maksimova (Givaudan)

11:40AM-12:00PM  
How Danone Worked with an AI Start-Up to Put Insights at Their Employees’ Fingertips  
Thor Olof Philogène (Stravito) & Agathe Danjou (Danone)

12:00PM-12:20PM  
How to Facilitate the Customer Decision Journey by Decreasing Psychological Distance  
Marina Georgieva (SKIM)

12:20PM-12:40PM  
A Lot Can Happen in Six Seconds: Keys to Unlocking Your Brand’s Potential  
Ashley Shelley (Ameritest)

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**LUNCH & MEET THE STARTUPS (TRACK 1): PRESENTED BY DYNATA**

*Chaired by Dana Stanley & Ray Poynter*

12:40PM-2:00PM  
Lunch & Meet the Startups (located in Track 1)

Get lunch and then take part in helping us find the most innovative ideas in market research and insights at *Meet the Startups, presented by Dynata*! You will find Dynata Dollars tucked inside your welcome folder. Use your Dynata Dollars to vote for the company you want to see move on to the IIeX Competition pitch, making them eligible for the $20,000 prize! Participating startups include:

**Table 1:** Holler.Live  
**Table 2:** Crowst  
**Table 3:** BeMyEye  
**Table 4:** Sensei  
**Table 5:** Klydo.ai

**Table 6:** DataLion  
**Table 7:** CoolTool  
**Table 8:** Delineate  
**Table 9:** Digital Taxonomy  
**Table 10:** Purple Circle  
**Table 11:** QANDR  
**Table 12:** Wonderflow  
**Table 13:** Embee Mobile  
**Table 14:** Qualie
## AGENDA: DAY ONE

### TRACK 1

**Trends and Forecasting**  
*Chaired by Sarah Jay*

- **2:00PM-2:20PM**  
  **Trendipedia – Framing the Facts and the Fluffy for the Future**  
  Anna Larsson (*Tetra Pak*)

- **2:20PM-2:40PM**  
  **Brand Tracking 2.0: The Future of Measuring Brand Perception**  
  Fred DeVeaux & Korbinian Oswald (*Dalia Research*)

- **2:40PM-3:00PM**  
  **The Added Value of the Future**  
  Cécile Cremer (*Wandering the Future*)

- **3:00PM-3:20PM**  
  **Consumer Trends Researchers Need to Know**  
  Melanie Courtright (*Dynata*)

### TRACK 2

**Crowd & Community Wisdom**  
*Chaired by Emilie Eberly*

- **2:00PM-2:20PM**  
  **How Crowd-Sourced Insights Put Brands on a Roadmap to Innovation**  
  Guy White (*Catalyx*)

- **2:20PM-2:40PM**  
  **Customer Insights Between Ambition & Reality: Findings from a Survey Among Insights Practitioners**  
  Frank Kressmann (*Periscope by McKinsey*)

- **2:40PM-3:00PM**  
  **Social Intelligence, The Microwave Oven of Research**  
  Tara Beard-Knowland (*Ipsos MORI*)

- **3:00PM-3:20PM**  
  **Understanding (Human Behaviour) at Scale**  
  Stephen Thompson (*Recollective*)

### TRACK 3

**New Speaker Series**  
*Chaired by Annie Pettit, Ph.D*

- **2:00PM-2:20PM**  
  **The Use of Semiotics in Ethnography: The Cultural Signs of the Self**  
  Joanna Brown (*Trinity McQueen Research*) & Ruth Mann (*Pentland*)

- **2:20PM-2:40PM**  
  **Incentives 2.0: Incentive Compatibility**  
  Grigor Dimitrov (*Nielsen/Pointlogic*)

- **2:40PM-3:00PM**  
  **Your Job – Your Life – Your Control**  
  Sinead Hasson (*Hasson Associates Recruitment Ltd.*)

- **3:00PM-3:20PM**  
  **How to “Nextgenify” Your Research**  
  Nadine Kuijper & Aija Porina (*InSites Consulting*)

### NETWORKING BREAK & INNOVATION SHOWCASE

- **3:20PM-4:00PM**  
  Beat the afternoon slump with light refreshments!
# AGENDA: DAY ONE

## TRACK 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00PM-5:20PM</td>
<td><strong>IIeX Competition</strong>&lt;br&gt;Chaired by Gregg Archibald</td>
</tr>
<tr>
<td>4:00PM-5:20PM</td>
<td><strong>IIeX Competition</strong>&lt;br&gt;Judged by Ray Poynter (<em>The Future Place</em>), Melanie Courtright (<em>Dynata</em>), Stan Knoops (<em>IFF</em>), Anouar El Haji (<em>Veylinx</em>) &amp; Yvonne Staack (<em>Periscope by McKinsey</em>)</td>
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<tr>
<td>Finalist #1:</td>
<td>Virtuleap</td>
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<td>Finalist #2:</td>
<td>Discover.ai</td>
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<td>Finalist #3:</td>
<td>Q&amp;Me</td>
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<td>Finalist #4:</td>
<td>Maoni Online</td>
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<td>Finalist #5:</td>
<td>Fastuna</td>
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<td>Finalist #6:</td>
<td>Qualify</td>
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<td>Finalist #7:</td>
<td>Meet the Startups Wildcard</td>
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</tbody>
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## TRACK 2

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>4:00PM-4:20PM</td>
<td><strong>Innovative Success Stories</strong>&lt;br&gt;Chaired by Lucy Davison</td>
</tr>
<tr>
<td>4:00PM-4:20PM</td>
<td><strong>Driving Culture Change Through Transformational Insights</strong>&lt;br&gt;Sarah Lansberry (<em>Experian</em>)</td>
</tr>
<tr>
<td>4:20PM-4:40PM</td>
<td><strong>From Lone Wolf to Pack – Democratising Research at Delivery Hero Germany</strong>&lt;br&gt;Ruth Rothmaler (<em>Delivery Hero Germany</em>)</td>
</tr>
<tr>
<td>4:40PM-5:00PM</td>
<td><strong>Exciting and Transformational Times for Insights at IKEA</strong>&lt;br&gt;Erik Thoreson (<em>Inter IKEA Systems BV</em>)</td>
</tr>
<tr>
<td>5:00PM-5:20PM</td>
<td><strong>Winning the Hearts and Minds of Fans with Biometrics</strong>&lt;br&gt;Greg Morris (<em>Formula 1</em>) &amp; Hamish Asser (<em>Populus</em>)</td>
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## TRACK 3

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<th>Time</th>
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<tbody>
<tr>
<td>4:00PM-4:20PM</td>
<td><strong>New Speaker Series</strong>&lt;br&gt;Chaired by Annie Pettit, Ph.D</td>
</tr>
<tr>
<td>4:00PM-4:20PM</td>
<td><strong>Needs-Based Segmentation: Uncover What Consumers Value Most</strong>&lt;br&gt;Rivelino Dijkstee (<em>SKIM</em>)</td>
</tr>
<tr>
<td>4:20PM-4:40PM</td>
<td><strong>How Smart Assistants Can Supercharge Traditional Online Methodologies</strong>&lt;br&gt;Iulia Ghindeanu (<em>FlexMR</em>)</td>
</tr>
<tr>
<td>4:40PM-5:00PM</td>
<td><strong>Five Ways to Make Video Work for Insight and the Pitfalls to Avoid</strong>&lt;br&gt;Holly Collins (<em>Trinity McQueen Research</em>)</td>
</tr>
<tr>
<td>5:00PM-5:20PM</td>
<td><strong>How Can AI Play a Role in the Analysis of Visual Data?</strong>&lt;br&gt;Marcus Bale (<em>Big Sofa Technologies</em>)</td>
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## NETWORKING EVENTS

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>5:30PM-7:00PM</td>
<td><strong>Culture &amp; Cocktails Event</strong>&lt;br&gt;Celebrate the first day of IIeX with an evening of art and drinks inside the exhibit gallery.</td>
</tr>
<tr>
<td>7:30PM-12:00AM</td>
<td><strong>The Research Club Networking Reception</strong>&lt;br&gt;Join The Research Club for a night packed with networking opportunities, fun interactions, food, and drinks. &lt;br&gt;Tickets for this event must be purchased separately at <a href="bit.ly/2FXD7uK">bit.ly/2FXD7uK</a></td>
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## AGENDA: DAY TWO

### WELCOME: REGISTRATION & COFFEE

**8:00AM-8:45AM**
**Registration & Morning Coffee**
Check in at registration, then start your day off right with coffee and light breakfast bites.

### TRACK 1

**Applied Behavioral Science**
*Chaired by Ray Poynter*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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</thead>
<tbody>
<tr>
<td>8:45AM</td>
<td>Opening Remarks</td>
<td>Ray Poynter <em>(The Future Place)</em></td>
</tr>
<tr>
<td>9:00AM</td>
<td>Closing the Empathy Gap: Balancing our Data Obsession with Real Consumer Behavior</td>
<td>Alistair Vince <em>(Watch Me Think)</em></td>
</tr>
<tr>
<td>9:20AM</td>
<td>Embracing Smart Technology to Enhance Shopper Understanding</td>
<td>Andy Rushforth &amp; Emilie Eberly <em>(PRS IN VIVO)</em></td>
</tr>
<tr>
<td>9:40AM</td>
<td>Ripe for Catharsis: Rebuilding Market Research in the Age of Behavioral Economics</td>
<td>Anders Bengtsson, Ph.D <em>(Protobrand)</em> &amp; Jason Chebib <em>(Diageo)</em></td>
</tr>
<tr>
<td>10:00AM</td>
<td>Where’s The Bifi? Using Behavioural Science To Level Up a Brand</td>
<td>Ellen de Kruijf <em>(System1 Research)</em> &amp; Rachel Moffatt <em>(Jack Link’s Protein Snacks)</em></td>
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### TRACK 2

**New Pathways to Insights**
*Chaired by Francesco D’Orazio*

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<tr>
<td>8:45AM</td>
<td>Opening Remarks</td>
<td>Francesco D’Orazio <em>(Pulsar Platform)</em></td>
</tr>
<tr>
<td>9:00AM</td>
<td>What Market Research Can Do For Peace</td>
<td>Katie Hollier <em>(weseethrough)</em></td>
</tr>
<tr>
<td>9:20AM</td>
<td>360VR Immersion for More Engagement &amp; More Actionable Results</td>
<td>Isabelle Goisbault <em>(Strategir)</em> &amp; Fabien Craignou <em>(Firmenich)</em></td>
</tr>
<tr>
<td>9:40AM</td>
<td>Why E-Commerce Shouldn’t Focus On A+ Content – And What to Do Instead</td>
<td>Joris De Bruyne <em>(EyeSee)</em></td>
</tr>
<tr>
<td>10:00AM</td>
<td>Buried in Data: Making the Case for Analytics Translators</td>
<td>Sjoerd Koornstra <em>(The House of Insights)</em></td>
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### TRACK 3

**Startup Series**
*Chaired by Danielle Todd*

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</thead>
<tbody>
<tr>
<td>8:45AM</td>
<td>Opening Remarks</td>
<td>Danielle Todd <em>(Relish Research)</em></td>
</tr>
<tr>
<td>9:00AM</td>
<td>The Enterprise Sales Journey</td>
<td>Riccardo Osti <em>(Wonderflow)</em></td>
</tr>
<tr>
<td>9:20AM</td>
<td>Data for a Humanitarian Purpose: Mobile Engagement with Refugees</td>
<td>Pinar Okur, Ph.D <em>(Upinion)</em></td>
</tr>
<tr>
<td>9:40AM</td>
<td>Would You BELIEVE How Much We’re Missing? The Challenge of Perfecting Retail Execution and Measurement</td>
<td>Stefan Kulik <em>(BeMyEye)</em></td>
</tr>
<tr>
<td>10:00AM</td>
<td>From Push to Pull – Wins from Aligning with Today’s Consumer Culture</td>
<td>Rado Raykov <em>(holler.live)</em></td>
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</table>
# AGENDA: DAY TWO

## NETWORKING BREAK & INNOVATION SHOWCASE

**10:20AM-11:00AM**
Check out today's complimentary pop up activities!

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<tbody>
<tr>
<td><strong>Product Insights</strong>&lt;br&gt;Chaired by Andy Rushforth</td>
<td><strong>Dataconomy</strong>&lt;br&gt;Chaired by Dana Stanley</td>
<td><strong>Startup Series</strong>&lt;br&gt;Chaired by Richard Sheldrake</td>
</tr>
<tr>
<td><strong>11:00AM-11:20AM</strong>&lt;br&gt;Researching Like a Start-Up: How We Helped <em>Room in a Box</em> Fuel Product Innovation&lt;br&gt;Janine Katzberg (Happy Thinking People), Sebastian Prassek (Happy Thinking People) &amp; Gerald Dissen (<em>Room in a Box</em>)</td>
<td><strong>11:00AM-11:20AM</strong>&lt;br&gt;What Would Happen If the World’s Consumer Data Ecosystem Was Connected in Real-Time?&lt;br&gt;Lukas Pospichal (GreenBook)</td>
<td><strong>11:00AM-11:20AM</strong>&lt;br&gt;The Future of Business Intelligence is Human&lt;br&gt;Jackie Cuyvers (Convosphere)</td>
</tr>
<tr>
<td><strong>11:40AM-12:00PM</strong>&lt;br&gt;Closing the Gap Between Research and Commerce&lt;br&gt;Anouar el Haji (<em>Veylinx</em>) &amp; Thijs Bakker (<em>Heineken</em>)</td>
<td><strong>11:40AM-12:00PM</strong>&lt;br&gt;How Research Automation Has Changed the Industry&lt;br&gt;Jamin Brazil (<em>PureSpectrum</em>)</td>
<td><strong>11:40AM-12:00PM</strong>&lt;br&gt;From Declared to Behavioural: The Power of Location Intelligence&lt;br&gt;Bart Muskala (<em>Accurat.ai</em>)</td>
</tr>
<tr>
<td><strong>12:00PM-12:20PM</strong>&lt;br&gt;Session Canceled</td>
<td><strong>12:00PM-12:20PM</strong>&lt;br&gt;AI at the Edge. Redefining Privacy Concerns&lt;br&gt;Ofri Ben-Porat (<em>Edgify.ai</em>)</td>
<td><strong>12:00PM-12:20PM</strong>&lt;br&gt;AI: Can it Make Us More Creative?&lt;br&gt;Nick Schweitzer (<em>Klydo</em>)</td>
</tr>
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</table>
### LUNCH BREAK & INNOVATION SHOWCASE

**12:20PM-1:20PM**
Refuel for the second half of your day!

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<tr>
<th>TRACK 1</th>
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<tbody>
<tr>
<td><strong>Innovative Success Stories</strong>&lt;br&gt;Chairied by Gregg Archibald</td>
<td><strong>Pivot, Pivot, Pivot</strong>&lt;br&gt;Chairied by Sjoerd Koornstra</td>
<td><strong>Startup Series</strong>&lt;br&gt;Chairied by Richard Sheldrake</td>
</tr>
</tbody>
</table>

#### TRACK 1

- **1:20PM-1:40PM**
  The Evolution of Captain Birdseye: Using Neuroscience Insights to Make a Bold Brand Choice
  Nikki Westoby (Nielsen) & Francesco Adinolfi (Nomad Foods)

- **1:40PM-2:00PM**
  Preparing for Tomorrow’s Consumers: How to Unlock the Challenges Facing Big Food Companies
  Eadaoin McCarthy (Kerry Foods)

- **2:00PM-2:20PM**
  Creating ALKIMI Out of Alchemy: How Insight Helped Create a New Cleaning Brand
  Natalie Swanson (Folk Research)

#### TRACK 2

- **1:20PM-1:40PM**
  When Concepts Go Wrong, or Research Takes Too Long
  James Pickles (Toluna)

- **1:40PM-2:00PM**
  Using Hackathons for Faster Innovation
  Björn Löndahl (Cint)

- **2:00PM-2:20PM**
  Top 10x Strategy Moves of All Time – Inspiration & Ideas for Insight Industries
  Jeremy King (Attest)

#### TRACK 3

- **1:20PM-1:40PM**
  Getting to Know Your Customers – The Next Generation of Insight Technology
  Adi Beker (OurCart)

- **1:40PM-2:00PM**
  Does Location Still Matter?
  Richard Jerome (Crowst)

- **2:00PM-2:20PM**
  TBA: Please refer to mobile app for session title.
  Ben Leet & James Turner (Delineate)
AGENDA: DAY TWO

NETWORKING BREAK & INNOVATION SHOWCASE

2:20PM-2:40PM
Beat the afternoon slump with light refreshments!

PLENARY SESSIONS: FROM INSPIRATION TO ACTION

Chaired by Ray Poynter & Lucy Davison

2:40PM-3:00PM
The Great Communication Experiment
Lucy Davison (Keen as Mustard Marketing) & Begoña Fafian (Coca-Cola)

3:00PM-3:20PM
Transforming Brand Building Decisions
Sally Buenaventura (PMI) & Babita Earle (Zappi)

3:20PM-3:40PM
Debate: Evolution or Revolution
Stan Sthanunathan (Unilever) & Eric Salama (Kantar)

3:40PM-4:00PM
How to Use Data Journalism to Translate Your Data into Actionable Insights
Isabelle Marchand (Lloyds Banking Group)

4:00PM-4:20PM
Communicating Insight to Drive the C-Suite Agenda
Steven Yule & Ross Dempsey (Sky TV)

4:20PM-4:30PM
Closing Remarks by Ray Poynter (The Future Place) & Lucy Davison (Keen as Mustard Marketing)
IIEX Competition Winner Announcement by Gregg Archibald (Gen2 Advisors)
Best New Speaker Award by Annie Pettit, Ph.D (Annie Pettit Consulting)

CHAMPAGNE FAREWELL

4:30PM-5:30PM
Champagne Farewell
Enjoy a glass of champagne and wish your old and new friends farewell (until next year)!