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 Europe  
  February 18-19 in Amsterdam  
  iiex-eu.insightinnovation.org

• IIeX Latin America  
  June 12-13 in Medellin  
  iiex-la.insightinnovation.org

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

• And more to be announced!  
  2019 dates for IIeX Health & IIeX Behavior events coming soon!

IIeX is imagined and presented by
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 MR pros? You're in the right place.

Prepare yourself for two days of content that will create real business impact. Hear directly from clients at future-focused brands to find out how they're meeting their current business needs, and which research solutions they're searching for. Learn about new technologies and approaches from thought leaders as they tell you where the industry is headed. Network and meet your future business partners across the Asia Pacific region.

Get ready for two days of nonstop learning, collaboration, and connection. Welcome to IIeX.

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 Asia Pacific 2018 to access the event information. The code to join the Community is iiex.

Get connected via wi-fi
The network name is Whotels_CONference – the password is IIEX2018.

Need help?
If you have questions on-site, please stop by the registration desk and we'll be happy to help! If you have any questions following the event, just email us at iiexevents@greenbook.org.

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

Downloading presentations
Speaker presentation deck PDFs will be uploaded to our event website next week. We'll send an email to you once they're available!
AGENDA: DAY ONE

REGISTRATION & WELCOME COFFEE

9:00AM-9:45AM
Check in at the registration table, then join us for coffee, tea, and some light breakfast snacks before sessions begin!

PLENARY SESSION

Chaired by Dave McCaughan & Priscilla McKinney

9:45AM-10:00AM
Opening Remarks
Dave McCaughan (ai.agency) & Priscilla McKinney (Little Bird Marketing)

10:00AM-10:20AM
How Nestlé is Using Local Insights to Grow Their Business
Somrudee Boonhaijaroen (Nestlé)

10:20AM-10:40AM
BBC ADImpact: Connecting Data Sources for Actionable Attribution
Sally Wu (BBC) & Alena Rossini (ORC International)

10:40AM-11:00AM
Growth through Inspiration – The Binance Way
Ted Lin (Binance)

11:00AM-11:20AM
Betting on a Blockchain Future: How Technology Will Change the Experience of Market Research
Barry Ooi (Veriglif)

11:20AM-11:40AM
The New Era of Customer Centricity: Shaping the Next 150 Years Today
Adrian Terron (Tata Group)

NETWORKING BREAK & INNOVATION SHOWCASE

11:40AM-12:00PM
Refresh with snacks, meet other insights experts, discover new innovations, and check out our daily pop-up activities!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:00PM-12:20PM</td>
<td><strong>Retailbuzzz – See Your Stores Through the Eyes of Your Shoppers</strong></td>
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<td>Grant Bertolli (Buzzbees)</td>
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<td>12:20PM-12:40PM</td>
<td><strong>A Cocktail for Success in the Indian Market:</strong></td>
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<td>Virtual Reality in the Alcoholic Beverage Aisle</td>
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<td>Amit Verma (Azure Knowledge Corporation) &amp; Abhijit Sah (Diageo)</td>
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<tr>
<td>12:40PM-1:00PM</td>
<td><strong>Shopping and Technology – What’s New and How to Navigate it All</strong></td>
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<td>Mike Anthony (engage)</td>
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<tr>
<td>1:00PM-1:20PM</td>
<td><strong>Indonesia’s Snack Market: How Mobile Behavioural Measurement Surpassed Traditional Methodologies</strong></td>
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<td>Nichole Gu (PRS IN VIVO) &amp; James Fergusson (MDI Global)</td>
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**TRACK 1: SHOPPER INSIGHTS**  
Chairled by Ray Poynter

**TRACK 2: WORKSHOPS**  
Chairled by Priscilla McKinney

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<td>12:00PM-12:40PM</td>
<td><strong>Workshop A: Rise Up! The Manifesto for Revolutionary Marketing</strong></td>
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<td></td>
<td>Priscilla McKinney (Little Bird Marketing)</td>
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<td>In this workshop, participants will learn to think differently about creating a firm and sustainable lead generation system with content. You’ll discover secrets that separate the ordinary from the outstanding; the chaotic from the focused.</td>
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<tr>
<td>1:20PM-2:20PM</td>
<td><strong>LUNCH &amp; INNOVATION SHOWCASE</strong></td>
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<td></td>
<td>Fuel up for the second half of Day 1 of IleX Asia Pac! Lunch is served on the 2nd floor, accessible via the stairs.</td>
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</tbody>
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**AGENDA: DAY ONE**

**TRACK 1: STARTUP SERIES**
*Chaired by James Fergusson*

**2:20PM-2:40PM**
Crafting Your New Retail Platform  
Alex Topaloski (Pulse iD)

**2:40PM-3:00PM**
Make Habits Not War: How AI Can Create  
Customer Habits That Stick  
Anirudh Shah (3LOQ)

**2:20PM-3:00PM**
Workshop B: Using Open Access Data for Brand Tracking  
Dave McCaughan (ai.agency)
*Using examples of tracking local brand performance for the Singapore Telco market and a global study for Australian Woolmark, this session explains how brand tracking will change by using machine neutral tracking. Discover how key attributes in any category become a neutrally driven and ranked process rather than based on personal perceptions.*

**3:00PM-3:20PM**
The Brick and Mortar Businesses Have Been Ignored for Too Long  
Sahba Saint-Claire (Touche)

**3:20PM-3:40PM**
Decoding Human Emotions: How to Measure Emotions for Better Insights  
Lava Kumar (Entropik Tech)

**3:40PM-4:00PM**
The Attention Economy: How AI Eye Tracking Quantifies Digital Performance  
Nathan Linney-Barber (xLabs)

**TRACK 2: WORKSHOPS**
*Chaired by Dave McCaughan*

**2:20PM-3:00PM**
Workshop B: Using Open Access Data for Brand Tracking  
Dave McCaughan (ai.agency)
*Using examples of tracking local brand performance for the Singapore Telco market and a global study for Australian Woolmark, this session explains how brand tracking will change by using machine neutral tracking. Discover how key attributes in any category become a neutrally driven and ranked process rather than based on personal perceptions.*

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**NETWORKING BREAK & INNOVATION SHOWCASE**

**4:00PM-4:20PM**
Take a break and catch up with other insight innovators!
AGENDA: DAY ONE

PLENARY SESSION: MEASUREMENT, ATTRIBUTION & BEHAVIOR
Chair by Priscilla McKinney

4:20PM-4:40PM
Tap, Tap...The New Consumer Morse Code: How We Learn About Mothers By the Taps on Their Phones
Gregory Lipper (Happi Pte Ltd)

4:40PM-5:00PM
Rethinking Real Time Data and Health
Dave McCaughan (ai.agency)

5:00PM-5:20PM
Mobile: Not Just a One Trick Research Pony
Max Freire (MDI) & Manda Lê (MDI)

5:20PM-5:30PM
Closing Remarks
Dave McCaughan (ai.agency) & Priscilla McKinney (Little Bird Marketing)

NETWORKING RECEPTION SPONSORED BY RAKUTEN INSIGHT

5:30PM-6:30PM
Join us at WooBar in the hotel lobby for the networking reception, with drinks provided by our friends at Rakuten Insight!
THANKS TO OUR SPONSORS

PLATINUM SPONSOR

GOLD SPONSORS

NETWORKING SPONSOR

MEDIA SPONSORS
AGENDA: DAY TWO

REGISTRATION & WELCOME COFFEE

9:00AM-9:45AM
Check in at the registration table, then join us for coffee, tea, and some light breakfast snacks before sessions begin!

PLENARY SESSION:
Chair by Dave McCaughan

9:45AM-10:00AM
Opening Remarks
Dave McCaughan (ai.agency) & Priscilla McKinney (Little Bird Marketing)

10:00AM-10:20AM
Fixing Research Pain Points: How Blockchain Will Shape the Industry
Henry Chan (Prediqt) & Navin Williams (MobileMeasure)

10:20AM-10:40AM
Why Transparency is Vital to a Sample Marketplace
Tre Rials (Lucid)

10:40AM-11:00AM
Caring for People and Careers: How Chinese Doctors Engage with Healthcare Information
Craig Griffin (FUEL)

11:00AM-11:20AM
Don’t Worry, Be API: Building a Better Connected Ecosystem for Market Researchers
Oscar Carlsson & Karine Parsy (Cint)

11:20AM-11:40AM
Making Data Actionable: A Look at the Power of People-Driven Data in Activating Consumer Segments
Siddhartha Dutta & Marcus Lim (Lightspeed)

NETWORKING BREAK & INNOVATION SHOWCASE

11:40AM-12:00PM
Refresh with snacks, meet other insights experts, discover new innovations, and check out our daily pop-up activities!
12:00PM-12:20PM  
Reshaping the User Participation Model: A New User Experience for Research Participants  
Jason Fu (CTR)

12:20PM-12:40PM  
What Women Want (Hint: It's Not Hello Kitty)  
Charlotte Wilkinson (Hello Sister)

12:40PM-1:00PM  
Reaching Hard-to-Reach Audiences: Combining Research Methods to Tap into the Luxury Consumers of India  
Juhi Singh (Jio Prime)

1:00PM-1:20PM  
The Camera Can't Lie: How Images Led to Real and Honest Survey Responses  
Aung Thura (Catalyst | Human Insights)

12:00PM-12:40PM  
Workshop C: How to Assess Innovations in Market Research and Insights  
Ray Poynter (The Future Place)  
In this workshop, Ray Poynter, founder of The Future Place and creator of NewMR, shares the techniques he uses to assess new technologies and methodological innovations in terms of their viability and interest for market research and insights.

12:40PM-1:20PM  
Workshop C: Rise Up! The Manifesto for Revolutionary Marketing  
Ray Poynter (The Future Place)  
In this workshop, Ray Poynter, founder of The Future Place and creator of NewMR, shares the techniques he uses to assess new technologies and methodological innovations in terms of their viability and interest for market research and insights.

LUNCH & INNOVATION SHOWCASE

1:20PM-2:20PM  
Fuel up for the second half of Day 2 of IIeX Asia Pac! Lunch is served on the 2nd floor, accessible via the stairs.

PLENARY SESSION: TMRS SPOTLIGHT

2:20PM-2:40PM  
Marketing Research in the Social Entrepreneur  
Dangjaithawin Anantachai (INTAGE Thailand)
AGENDA: DAY TWO

PLENARY SESSION: TMRS SPOTLIGHT
Chairied by Arpapat Boonrod, Ph.D.

2:40PM-3:00PM
Rebuilding Consumers Trust Through Research
Carlos Dominguez (Kantar Thailand)

3:00PM-3:20PM
Bringing in System 1 For More “Insightful Insights”
Rattaya Kulpradith (IPSOS)

NETWORKING BREAK & INNOVATION SHOWCASE

3:20PM-3:40PM
Take a break and catch up with other insight innovators!

PLENARY SESSION: THE BIG PICTURE
Chairied by Dave McCaughan & Priscilla McKinney

3:40PM-4:00PM
Research In The Age of Big Data...Who Needs Surveys?
Fergus Clarke (Research Now SSI)

4:00PM-4:20PM
Outlier Insights: Big Impact
Pravin Shekar (krea)

4:20PM-5:00PM
Panel: The Future of Consumer Insights in AsiaPac
Moderated by Dave McCaughan (ai.agency) with panelists Kenji Tulman (Binance), Charlotte Wilkinson (Hello Sister), Barry Ooi (Veriglif) & Nathan Linney-Barber (xLabs)

5:00PM-5:10PM
Closing Remarks
Dave McCaughan (ai.agency) & Priscilla McKinney (Little Bird Marketing)

NETWORKING RECEPTION

5:10PM-6:10PM
Did someone say champagne? Let’s raise a toast to new friends and new connections!
Follow us @GreenBook and tweet with #iiex

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