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Thank you for joining us!

The IIeX Team
GreenBook

**JOIN US AT UPCOMING EVENTS**

You can find all information on our upcoming events, watch videos of past event sessions, and register online by visiting us on the web at InsightInnovation.org. We hope to see you at another event soon!

**IIEX EUROPE 2015**
February 18-19, 2015 in Amsterdam

**IIEX LATIN AMERICA 2015**
April 15-16, 2015 in Mexico City

**IIEX HEALTH 2015**
April 29, 2015 in Philadelphia

**IIEX NORTH AMERICA 2015**
June 15-17, 2015 in Atlanta
Thought leaders, change agents, and business catalysts share their vision of the future of insights to help inspire you.
DAY ONE: DECEMBER 4

WELCOME & REGISTRATION
SCIENTIA FOYER

8:00AM
Registration & Welcome Coffee

MODULE 1: THE TRANSFORMATION IMPERATIVE
LEIGHTON HALL

8:45AM
Opening Remarks
Ray Poynter (Vision Critical University)

9:00AM
The Rise, Fall, and Rise of Social Media Research
Annie Pettit (Research Now)

9:20AM
The Future of Media Consumption & Measurement
Megan Brownlow (PwC)

9:40AM
The Single Direction Technology is Moving, and Why It’s Vital to Consumer Behavior Research
Clint Taylor (Sentient Decision Science)

10:00AM
Connecting to The Mind of Special Y Species
Dangjaithawin Anantachai (Intage Thailand)

10:20AM
Hacking MR - Retail Research: Today’s Problem
John Batistich (Westfield)

10:40AM
Networking Break & Innovation Showcase

TRACK 1: NEW DATA, NEW METHODS, NEW IMPACT – AN OVERVIEW
LEIGHTON HALL

11:00AM
Dive Into SAMURAI Spirit: Unlocking the Japanese Consumers With MROCs
Tomoko Yoshida (Freelancer)

TRACK 2: AUSTRALIAN #MRX – INNOVATING LOCALLY TO CONNECT GLOBALLY
THE GALLERIES

11:00AM
#AMSRS Innovating Locally
Liz Moore (AMSRS)
DAY ONE: DECEMBER 4

TRACK 1: NEW DATA, NEW METHODS, NEW IMPACT – AN OVERVIEW
LEIGHTON HALL

11:20AM
Digital Meets Package Design: How Technology Is Creating a Competitive Edge at Shelf
Johan Vrancken (Affinova)

11:40AM
The Future of Tracking
Bob Burgoyne & Ryan France (TNS)

12:00PM
Tapping the Power of Data Fusion
Grant Bell (The Acid Test)

12:20PM
Reposition Research (and Yourselves) With Behavioural Economics
Stephen Paton (AGL)

1:00PM
Lunch & Innovation Showcase

TRACK 2: AUSTRALIAN #MRX – INNOVATING LOCALLY TO CONNECT GLOBALLY
THE GALLERIES

11:20AM
Trust and Personal Data: GRBN’s Global Research Sounds a Warning for Marketers and Market Researchers
Peter Harris (APRC) & Annie Pettit (Research Now)

12:00PM
Innovation in Asia Pacific Region #APRC: Representatives From ARPC Member Organizations
Dangjaithawin Anantachai (TMRS), Peter Harris (APRC), Winifred Henderson (RANZ), Nicola Hepenstall (AMSRO), Liz Moore (AMSRS), & Barry Ooi (MRSM)

12:40PM
The Evolution of Research Downunder and a Look Into the Future
George Zdanowicz (Enhance Research)

1:00PM
Lunch & Innovation Showcase

MODULE 2: THE NEW RESEARCH PARADIGM

TRACK 1: SOCIAL, MOBILE, & LOCAL
LEIGHTON HALL

2:00PM
Mobile Workshop: SO-CO-MO – Social Colliding With Mobile: Messaging Apps the Gateway to the Mobile Community
Sue York (Institute for Social Science Research – The University of Queensland) & Navin Williams (MobileMeasure)

TRACK 2: BIG DATA & ADVANCED ANALYTICS
THE GALLERIES

2:00PM
Personalized Customer Experience Management
Prithvijit Roy (BRIDGE2i)

2:20PM
Why Big Data Is A Fallacy
Brian Fine (QOR) & Dr. Con Menictas (Qantas)
DAY ONE: DECEMBER 4

2:30PM
What’s So Important About Technology in Market Research? A Workshop Discussion
by Chris Clarke (SSI)

2:40PM
Oversupply – Are We Spoilt by Having Too Much?
Derek Jones (D&M Research)

3:00PM
Networking Break & Innovation Showcase

3:00PM
Networking Break & Innovation Showcase

3:20PM
Making Digital Real: Factoring Contextual Needs and Behaviours Into UX Innovation
Daniel Bluzer-Fry (The Lab)

3:20PM
Big Data and Mobile Saved My Life
Paul Vittles (Instinct & Reason)

3:40PM
All Things Bright and Connected
Jo Brockhurst (Watermelon Research)

3:40PM
Facial Coding, The Big Data of Emotional Measurement
Matthew Newcomb (Realeyes)

4:00PM
Mobile Research in Emerging Markets
Mark Shoebridge (biNu)

4:00PM
Facial Coding, The Big Data of Emotional Measurement
Matthew Newcomb (Realeyes)

4:20PM
New Devices, New Media, New Metrics
Melanie Ingrey (Nielsen)

4:20PM
Adapt or Drown: How to Swim in an Ocean of Big Data
Luke O’Brien (Pureprofile) & Gina Lagos (GALKAL)

MODULE 3: RECOGNISING RESEARCH
LEIGHTON HALL

4:40PM
Networking Break & Innovation Showcase

5:00PM
A World Without Panel Companies: The Changing Landscape of Online Fieldwork
Tom Mitchell-Taverner (Cint)

5:20PM
Panel: Solutions and Visions
Moderated by Ray Poynter with panelists Colin Wong (Survey Analytics) & Anupam Bhargava (Affinnova)

5:40PM
Panel: Ginny Valentine Profiles In Courage
Moderated by Christine Walker (Alliance Strategic Research) & Ray Poynter (Vision Critical University)

6:00PM
Networking Event Hosted by The Research Club
Day Two: December 5, 2014

Practical, real-world examples of how innovation is transforming our world – and what it means for you.

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DAY TWO: DECEMBER 5

WELCOME & REGISTRATION
SCIENTIA FOYER

8:00AM
Registration & Welcome Coffee

MODULE 4: THE ROLE OF RESEARCH IN A DATA RICH WORLD
LEIGHTON HALL

8:45AM
Opening Remarks
Ray Poynter (Vision Critical University)

9:00AM
What We Expect From Insights Today
Liz Moore (Telstra)

9:20AM
Behaviour Change, Not Insights
Han Zantingh (Brainjuicer)

9:40AM
Technology Rising: Riding the Wave of Today’s Customer
Peter Harris (Vision Critical)

10:00AM
Unstructured Data in a Big Data Environment
Henry Cheang (Potentiate) & Stephen Paton (AGL)

10:20AM
My Mother’s Throne Room: The Technology That Defines Modernity in a Developing World
Dave McCaughan (McCann Worldgroup)

10:40AM
Networking Break & Innovation Showcase

TRACK 1: PEOPLE, DATA, & INSIGHTS
LEIGHTON HALL

11:00AM
A Smarter Way to Capture Audience Attention
Paul Chan (Pureprofile)

TRACK 2: TRANSFORMATION & SUCCESS
THE GALLERIES

11:00AM
Applying Frugal Innovation to the World of Market Research
Pravin Shekar (Krea)
11:20AM
The Surprising Truth About Insight: “Why Didn’t I Think of That?”
Jason Buchanan (Optimum Consulting & Employee Life)

11:40AM
“One Score to Rule Them All” – Demystifying the Net Promoter Score
Dr. Simon Fifer & Dr. Jorge Arana (Institute for Choice)

12:00PM
Big Data Isn’t Enough
Bill McMurray & Timothy Pales (Qualtrics)

12:20PM
Client Panel: Changing The Insights Mission to Engage, Understand, & Activate Consumers
Moderated by Peter Harris (Vision Critical), with panelists Lynette Davis (Coca-Cola), Suz Allen (Campbell Arnott’s), & Ross McLelland (Telstra)

1:00PM
Lunch & Innovation Showcase

2:00PM
Behavioural Economics: Can We Really Influence Patient Behaviour or Is It Just Another Fad?
Mike Daniels (BE Architects)

2:20PM
Using Neuro Tools to Uncover Emotional Motivators
Elisa Adams (Sprout Research)
DAY TWO: DECEMBER 5

TRACK 1: NONCONSCIOUS MEASUREMENT
LEIGHTON HALL

2:40PM
Overcoming the Impediments to Growing Market Share
Ken Roberts (Forethought Research)

3:00PM
Facing The Future: Facial Imaging Applications for Tomorrow's Research Needs
Alastair Gordon (Gordon McCallum)

3:20PM
Getting to the Core of Brand esSense: Visual Thinking in Research
Neil Gains (TapestryWorks)

3:40PM
Networking Break & Innovation Showcase

TRACK 2: DELIVERING ON DELIVERABLES
THE GALLERIES

2:40PM
Reframing the Value Exchange: iBeacons & Theme Park Visitor Experience
Ben Sullivan (Potentiate)

3:00PM
The DIVA Awards
Suz Allen (Campbell Arnott's) & John “Otto” Ottinger (Data Labs)

3:40PM
Networking Break & Innovation Showcase

MODULE 6: CONNECTING THE DOTS
LEIGHTON HALL

4:00PM
Panel: Being Heard in a Noisy World – A Master Class With Global MR Stars
Moderated by Sue York (Institute for Social Science Research – The University of Queensland), with panelists Annie Pettit (Research Now), Pravin Shekar (Krea), & Dave McCaughan (McCann WorldGroup)

4:45PM
Closing Remarks
Ray Poynter (Vision Critical University)
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