## Programme

<table>
<thead>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>17.45 – 18.30</td>
<td>Registration &amp; Welcome drinks</td>
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<tr>
<td>18.30 – 18.45</td>
<td><strong>OPENING</strong>&lt;br&gt;Patricio Pagani, ESOMAR Representative for New Zealand</td>
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<tr>
<td>18.45 – 19.05</td>
<td><strong>Making Sense of Conversations</strong>&lt;br&gt;Using Facebook friendship networks &amp; Social Network Analysis to demystify word of mouth&lt;br&gt;Lars Groeger, Macquarie Graduate School of Management, Australia&lt;br&gt;Scott Taylor, Soup, Australia&lt;br&gt;Presented by Scott Taylor</td>
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<td>19.05 – 19.25</td>
<td><strong>Applying the Principles of Behaviour Change to Road Safety in South Australia</strong>&lt;br&gt;Joanne Davidson, Colmar Brunton Research, Australia&lt;br&gt;Joan Young, Colmar Brunton Research, Australia&lt;br&gt;Andris Versteeg, Colmar Brunton Research, Australia&lt;br&gt;Richard Blackwell, Motor Accident Commission, Australia&lt;br&gt;Presented by Joan Young</td>
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<td>19.25 – 19.45</td>
<td><strong>Who's Afraid of Opinion Polls?</strong>&lt;br&gt;A live case study of spin and rhetoric; what happens when some love and others hate the numbers&lt;br&gt;Caz Tebbutt, Tebbutt Research, Fiji&lt;br&gt;Jenny Hayward-Jones, Lowy Institute for International Policy, Australia&lt;br&gt;Presented by Caz Tebbutt</td>
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<td>19.45 – 19.55</td>
<td><strong>Q&amp;A</strong></td>
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<td>19.55 – 20.00</td>
<td><strong>CLOSING</strong>&lt;br&gt;Patricio Pagani, ESOMAR Representative in New Zealand</td>
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<td>20.00 – 21.00</td>
<td><strong>Networking drinks</strong></td>
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SPEAKER PROFILES

Caz Tebbutt
Caz Tebbutt is the Managing Director of Tebbutt Research in Fiji, the multi-award winning company she founded in 1991 that has now worked in 16 pacific island countries. Caz has polled through civilian and military coups, through the collapse of Fiji’s national bank and through the joyful times of Fiji winning the Rugby 7s World Cup. She is the ESOMAR Representative for Fiji and a regular speaker and contributor at ESOMAR conferences and other pacific-island business forums. Caz recently won the ESOMAR Congress 2012 Award for Best Case History.

Joan Young
Joan Young is CEO at Colmar Brunton Research in Australia. She first joined Colmar Brunton 23 years ago to establish the Wellington Qualitative Unit and then The Social Research Agency, which subsequently grew to become the leading research supplier to not-for-profit organisations in New Zealand. She was made Joint Managing Director of the Wellington office in 1996. In 1998, Joan moved to Australia to establish Colmar Brunton Social Research (CBSR) in Canberra. CBSR has experienced solid growth each year to become a recognised supplier of social research for Australian government and not-for-profit agencies. Joan regularly runs training sessions for the Australian Market and Social Research Society and the Australian National University on qualitative and quantitative research and effective research buying in the public and social sectors. Joan was a nominee for the 2012 ESOMAR Research Effectiveness Award.

Scott Taylor
Scott Taylor is Insights Chef at Soup in Australia. He has over 10 years of experience in marketing research and has led the Soup research division for the past three years. He was granted the Australian Market and Social Research Society’s Mike Larbalestier scholarship in 2006, and has presented at the past two annual national AMSRS conferences on conversation impact and brand advocacy. Scott was a speaker at the ESOMAR Asia Pacific 2012 conference in Shanghai.
SPEAKER ABSTRACTS

Making Sense of Conversations
Using Facebook friendship networks & Social Network Analysis to demystify word of mouth
Lars Groeger, Macquarie Graduate School of Management, Australia
Scott Taylor, Soup, Australia

Marketing academics and practitioners struggle to understand the impact of social structure and context on WOM flow. Understanding is fundamental, not just to the WOM industry worldwide, but for all market researchers to contribute in understanding the most important driver of purchase behaviour: personal recommendation. The presentation addresses these questions by presenting the methodology and preliminary results of a world-first research study using a Facebook application and Social Network Analysis to track offline brand-based conversations across multiple generations. The feasibility and potential pitfalls of using a personal social network (Facebook) to conduct research is outlined.

Applying the Principles of Behaviour Change to Road Safety in South Australia
Joanne Davidson, Colmar Brunton Research, Australia
Joan Young, Colmar Brunton Research, Australia
Andris Versteeg, Colmar Brunton Research, Australia
Richard Blackwell, Motor Accident Commission, Australia

Since 2008 Colmar Brunton and the Motor Accident Commission have been using the trans theoretical model of behaviour change as the basis for campaign development in relation to road safety in South Australia. The research programme commenced with an intensive qualitative and quantitative research stage. The subsequent development of each campaign uses the information found in this exploratory research as a base and involves concept testing to develop specific campaign ideas. On-going monthly tracking enables evaluation of campaign outcomes, both in terms of awareness and progress within the context of the behaviour change model.
Who’s Afraid of Opinion Polls?
A live case study of spin and rhetoric; what happens when some love and others hate the numbers
Caz Tebbutt, Tebbutt Research, Fiji
Jenny Hayward-Jones, Lowy Institute for International Policy, Australia

This is a true story about a pollster and a public policy advisor, who in a small project in the Fiji Islands put public opinion polling at the forefront of public debate at an international level. The project finally gave the people of Fiji a voice. The story twists and turns, including four sitting Prime Ministers, many nations, News Limited, academics, journalists, bloggers, and miles of spin. Public opinion polling is an important part of market research because it drives much of our public image as an industry. Rarely do we get the chance to put the science and rigour of this centre stage in an international public debate about market research.