Final programme

www.esomar.org/congress
#ESOMAR
Beurs van Berlage

Damrak 243
1012 ZJ Amsterdam
Netherlands

Beurs van Berlage is one of the most important nationally listed buildings in the Netherlands. Not only is this famous building of major importance to architecture, it also has a very interesting history and harbours many treasures including ESOMAR's 70th anniversary Congress!

It is located within walking distance of Amsterdam Central Station with five direct trains per hour and just 15 minutes away from Schiphol International Airport.

The Beurs van Berlage will be the heart of our 2017 Congress as well as the location of the Welcome Reception on Sunday 10 September (19.00 - 21.00) and Farewell Drinks on Wednesday 13 September (14.15 - 14.45).

ESOMAR 70th Birthday Drinks

Monday 11 September 19.30 - 23.00

Heineken Experience
Stadhouderskade 78
1072 AE Amsterdam

Join us and our Corporate Member Heineken to toast our 70th birthday with exclusive access to the rooftop of the iconic Heineken Experience, the first Heineken brewery established in 1867!

10 minute trip from Congress venue with taxi or tram 24

ESOMAR 70th Birthday Party and Awards Show

Tuesday 12 September 19.30 - 00.30

De Kronhouthal
Gedempt Hamerkanaal 231
1021 KP Amsterdam

ESOMAR is 70 - which means it’s time to celebrate! This year we promised something different from our traditional sit down Awards Dinner evening... And we think we’ve done just that.

Start your night with some drinks as you watch the very best of our industry awarded with a number of ESOMAR's prestigious awards. Then, prepare for the unexpected as an evening of food, drinks and entertainment is revealed. Naturally, the night ends on the dancefloor.

Buses depart at 19.00. Ask at the registration desk for details of departure point.

Dress code: no formal attire required, anything goes!
Please note the format of our awards dinner this year is not a formal sit-down dinner.
### Sunday 10 September - Programme at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.00</td>
<td>Registration</td>
</tr>
<tr>
<td>19.00</td>
<td>Exhibition</td>
</tr>
<tr>
<td>09.00</td>
<td>ESOMAR Hackathon</td>
</tr>
<tr>
<td>16.00</td>
<td>LET'S CLICK! Clients Learning &amp; Inspiring Clients with Knowledge</td>
</tr>
<tr>
<td></td>
<td>A meet-up for research buyers (only) to network and share best practice in an informal private setting Keurzaal (ground floor)</td>
</tr>
<tr>
<td>19.00</td>
<td>Welcome Reception</td>
</tr>
</tbody>
</table>

### Monday 11 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.00</td>
<td>Congress Registration</td>
</tr>
<tr>
<td>08.45</td>
<td>Exhibition and Congress Day 1</td>
</tr>
<tr>
<td>18.00</td>
<td>ESOMAR AGM</td>
</tr>
<tr>
<td>19.30</td>
<td>ESOMAR 70th Birthday Drinks</td>
</tr>
<tr>
<td>08.45</td>
<td>Opening and Welcome</td>
</tr>
<tr>
<td>09.35</td>
<td>Keynote</td>
</tr>
<tr>
<td>10.30</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11.10</td>
<td>The Future is Now</td>
</tr>
<tr>
<td>12.50</td>
<td>Lunch (Exhibition)</td>
</tr>
<tr>
<td>16.00</td>
<td>Networking Break</td>
</tr>
<tr>
<td>16.35</td>
<td>Corporate YES Award</td>
</tr>
<tr>
<td>18.00</td>
<td>ESOMAR Annual General Meeting (AGM) - For Corporate and Individual Members Only</td>
</tr>
<tr>
<td>19.30</td>
<td>ESOMAR 70th Birthday Drinks</td>
</tr>
</tbody>
</table>

### Tuesday 12 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.00</td>
<td>Congress Registration</td>
</tr>
<tr>
<td>09.00</td>
<td>Exhibition and Congress Day 2</td>
</tr>
<tr>
<td>19.30</td>
<td>ESOMAR 70th Birthday Party and Awards Show</td>
</tr>
<tr>
<td>09.20</td>
<td>Imagine</td>
</tr>
<tr>
<td>10.35</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11.05</td>
<td>ESOMAR Foundation</td>
</tr>
<tr>
<td>12.35</td>
<td>Lunch (Exhibition)</td>
</tr>
<tr>
<td>13.50</td>
<td>Future Stars of The Silver Screen - Channel 2</td>
</tr>
<tr>
<td>15.15</td>
<td>Networking Break</td>
</tr>
<tr>
<td>15.55</td>
<td>Let's Celebrate!</td>
</tr>
<tr>
<td>20.00</td>
<td>ESOMAR 70th Birthday Party and Awards Show</td>
</tr>
</tbody>
</table>

### Wednesday 13 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.15</td>
<td>Exhibition and Congress Day 3</td>
</tr>
<tr>
<td>14.15</td>
<td>Farewell Drinks</td>
</tr>
<tr>
<td>09.15</td>
<td>The Future is Now and It's Engaging and Fun!</td>
</tr>
<tr>
<td>11.10</td>
<td>The Past, Present and Future Of Polling</td>
</tr>
<tr>
<td>12.05</td>
<td>Keynote</td>
</tr>
<tr>
<td>12.45</td>
<td>Research Visions from The Client Side</td>
</tr>
<tr>
<td>13.25</td>
<td>Keynote</td>
</tr>
<tr>
<td>14.05</td>
<td>Closing</td>
</tr>
<tr>
<td>14.15</td>
<td>Farewell Drinks</td>
</tr>
</tbody>
</table>

### Closing Information

- **Sunday 10 September**
  - Registration: 12.00 - 21.00
  - Exhibition: 19.00 - 21.00
  - ESOMAR Hackathon | Offered by Microsoft Verweykamer (floor 1): 09.00 - 19.00
  - LET'S CLICK! Clients Learning & Inspiring Clients with Knowledge: 16.00 - 19.00
  - Welcome Reception: 19.00 - 21.00

- **Monday 11 September**
  - Congress Registration: 08.00 - 18.00
  - Exhibition and Congress Day: 08.45 - 17.50
  - ESOMAR AGM: 18.00 - 18.45
  - ESOMAR 70th Birthday Drinks: 19.30 - 23.00

- **Tuesday 12 September**
  - Congress Registration: 08.00 - 18.00
  - Exhibition and Congress Day: 09.00 - 18.00
  - ESOMAR 70th Birthday Party and Awards Show: 19.30 - 00.30

- **Wednesday 13 September**
  - Exhibition and Congress Day: 09.15 - 14.45
  - Farewell Drinks: 14.15 - 14.45
  - The Future is Now and It's Engaging and Fun!: 09.15 - 14.45
  - The Past, Present and Future Of Polling: 11.10 - 12.05
  - Keynote: 12.05 - 12.45
  - Research Visions from The Client Side: 12.45 - 13.25
  - Keynote: 13.25 - 14.05
  - Closing: 14.05 - 14.15
  - Farewell Drinks: 14.15 - 14.45
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.45</td>
<td><strong>Opening and Welcome</strong></td>
</tr>
<tr>
<td></td>
<td>Finn Raben, ESOMAR Director General</td>
</tr>
<tr>
<td></td>
<td>Kjell Massen and Wiepke van der Wal, ESOMAR Representatives for The Netherlands</td>
</tr>
<tr>
<td>09.35</td>
<td><strong>Keynote</strong></td>
</tr>
<tr>
<td></td>
<td>Philips Transformation. Shaping the future of Healthy Living</td>
</tr>
<tr>
<td></td>
<td>Amanda Richards, Global Marketing Leader of Health and Wellness</td>
</tr>
<tr>
<td></td>
<td>Philips International, The Netherlands</td>
</tr>
<tr>
<td>10.10</td>
<td><strong>YES (Young ESOMAR Society) Competition</strong></td>
</tr>
<tr>
<td></td>
<td>11 young researchers take centre stage at the Congress to #WOW us with their pitches – and they only have 60 seconds! Attendees will vote for the best pitcher, who will then be invited back on stage Tuesday to share their ideas in a longer presentation.</td>
</tr>
<tr>
<td>10.20</td>
<td><strong>Sponsor Fast Track</strong></td>
</tr>
<tr>
<td></td>
<td>10.30 - 11.10</td>
</tr>
<tr>
<td></td>
<td>Networking Break</td>
</tr>
</tbody>
</table>
11.15
Re-imagining the Client-Side Insight Function
Andrew Geoghegan, Diageo, UK

11.35
An Insights Engine Fuelling the Future of an Airline Group
A new structure of a CMI department for optimal customer experience
Martijn Helder, AIR FRANCE KLM, The Netherlands
Hans Zijlstra, AIR FRANCE KLM, The Netherlands
Janneke van der Ploeg, AIR FRANCE KLM, The Netherlands

11.55
The Mutation of Research
Anneke Quinn-de Jong, Philips International, Netherlands

12.15
Face Off
When research and marketing switch
Madhumita Chakraborty, PepsiCo, India
Mukesh Kumar, Nestlé, Switzerland

12.35
Discussion

The Future is Now | Discovering and Engaging
11.20 | Introduction by session chair: Els Molenaar, Blooming-org, The Netherlands

11.25
Youth In Flux: Unapologetic. Sensitive. Restless.
Pernille Kok-Jensen, MARE, The Netherlands
James Guerrier, Viacom, UK
Sammy Kong, Viacom, UK
Christian Kurz, Viacom, USA

11.45
Call Yourself a Developer?
How Microsoft uncovered their real developer targets
Renuka Iyer, Microsoft Corporation, USA
Hetty Fore, Microsoft Corporation, USA
Keith Phillips, SSI, USA

12.05
Discussion

12.20 - 12.50
Sponsored Presentation Offered by Cint
Tackling the EU General Data Protection Regulation - Practical Guidance for Research and Insights Organisations
Peter Milla, Cint, USA
Jane Attale, Cint, UK
The Future is Now | Research Visions 1
11.20 | Introduction by session chair: Pieter Paul Verheggen, ESOMAR Council member and Motivaction International, The Netherlands

2027, Make Your Dream Come True
Visualising the market research industry and profession ten years from now
Dirk Huisman, SKIM Group, The Netherlands
Joris Huisman, SKIM, The Netherlands
Samantha Bond, SKIM, The Netherlands
Sarah Cunliffe, SKIM, UK

11.55
Sponsored Presentation Offered by FocusVision
Social Media Matinee
How video keeps consumers and stakeholders on the edge of their seats
Zoe Dowling, FocusVision, UK

12.20
Battle for the Brain
People exploration in the year 2087
Cynthia Miller, Braun Research, USA

11.55
Sponsored Presentation Offered by FocusVision
Social Media Matinee
How video keeps consumers and stakeholders on the edge of their seats
Zoe Dowling, FocusVision, UK

The Future is Now | Transforming Insights
14.05 | Introduction by session chair: Vanessa Oshima, Nike, Japan

14.10
Guest Speakers
Transforming Insights to Deliver a New Source of Competitive Advantage
Stephan Gans, SVP, Chief Insights and Analytics Officer, PepsiCo, USA
Tim Warner, VP Insights & Analytics - Europe, Sub Saharan Africa and Global Innovation Insights Practice, PepsiCo, UK

Investor Visions of Business Growth
14.45 | Introduction by session chair and moderator: John Kearon, System1 Group PLC, UK

14.50
Nominated for ESOMAR Award for Best Paper Overall
Adopting an Entrepreneur
How investing in a start-up solved real problems
Hisae Endo, Coca-Cola, Japan
Makoto Moriguchi, Coca-Cola Japan
Roxan Toll, ZappiStore, UK

15.15 - 16.00
The Investor View
Alexis Fortune, Fund Manager, Ennismore Fund Management, UK
J.A.G. (Han) de Groot, Former Global CEO of Macromill and Founder of MetrixLab, The Netherlands
Jan Harley, Director, Unilever Ventures, UK
Bjorn Erik Reinseth, CEO, Foinco and Chairman of the Board, Norstat, Norway

www.esomar.org/congress
### Stop with Why

A successful research approach on ‘How Brands Grow’

Angelique de Reuver, FrieslandCampina, The Netherlands  
Bram Jonkheer, Blauw Research, The Netherlands

### The Future of Life Insurance

How the “life in life” concept changed Brazil’s insurance industry

Claudia Furniel, Itaú Unibanco, Brazil  
Gabriel Milanez, Box1824, Brazil  
Luiza Baffa, Box1824, Brazil  
Maisa Gennari, Itaú Unibanco, Brazil

### Inside Out

How a revolution of consciousness is changing our future

Kristin Hickey, kubi kalloo, UK

---

### The Future is Now | Research Visions 2

14.50 | Introduction by session chair: Pieter Paul Verheggen, ESOMAR Council member and Motivaction International, The Netherlands

14.55

Nominated for ESOMAR Award for Best Paper Overall

### Sponsored Presentation Offered by Toluna

Machine Learning, Digital Tracking and Going Beyond Survey Questions to Get Answers

Paul Twite, Toluna, UK

### Sponsored Presentation Offered by Dapresy

Faster. Smarter. Better? The Future of Data Viz and Fact-Based Decision Making

Alexander Skorka, Dapresy, Germany

---

15.35 | Discussion

---

16.00 - 16.35

Networking Break
### Corporate YES Award

**16.35 | Introduction by session chair: Niels Schillewaert, ESOMAR President**

#### 16.45
**Feel More, Click More**
Jocelyn Simon, System 1 Research, USA

#### 16.55
**From the Dusted Drawer to the Top of the Pile**
Jasper Melchers, Heineken, Netherlands
Iris van Loon, SKIM, Netherlands
Julia Görnandt, SKIM, Netherlands
Joey Ophof, SKIM, Netherlands

#### 17.05
**Virtual Reality Enhanced Interview**
Alexandra Chirilov, GfK, Germany

#### 17.15
**Turning a Corner On Negative Perceptions of Refugees in Europe**
Nijat Mammadbayli, SKIM Group, The Netherlands
Samantha Bond, SKIM, Netherlands
Patricia Dominguez, SKIM, UK

#### 17.25
**Insight on Incentive-Driven Behaviour**
Harman Johar, Bamba Group, USA
Al Ismaili, Bamba Group, Kenya

#### 17.35
**Discussion**

---

### The Latin American Visionaries and Problem Solvers

**16.45 | Introduction by session chair: Giulia Gasperi, InSites Consulting, USA**

#### 16.50
**The Four Moments Of Experience**
Streamlining the process of packaging development
Luis Eduardo Ariz, Neurosketch, Universidad de La Sabana, Colombia
Ana María Moreno, Neurosketch, Universidad de La Sabana, Colombia
Rodrigo Salgado, Neurosketch, Universidad de La Sabana, Colombia
Alejandro Salgado Montejo, Neurosketch, Universidad de La Sabana, Colombia
Carlos Velasco, BI Norwegian Business School, Neurosketch, Norway

#### 17.10
**Best Presentation LATAM 2017 Successful Snacks and Shopper Insights**
Reaching value creation strategies for value-destroying segments
Jorge Andres Mendez, Synapsis Research, Colombia
Juan Pablo Garcia, PepsiCo, Colombia

#### 17.30
**Inside Looking Out**
A journey towards futuristic thinking.
Ana Paola, Bravo Cajal, De La Riva Group, Mexico
Pamela Gutierrez Sanchez, De La Riva Group, Mexico
Ana Paola Rodríguez, De La Riva Group, Mexico

#### 17.50 - 18.00
**Discussion**
16.45 | Introduction by session chair: Els Molenaar, Blooming-org, The Netherlands

16.50

Are You Insured Scarlett? ‘I Can’t Think About That Right Now. . . I’ll Think About That Tomorrow.’

How MetLife imagined a new future for the insurance industry... and is delivering it today

Carlos Fonseca, MetLife, USA
Adam Riley, Decision Architects, UK
David Smith, DVL Smith, UK

17.10

Lean in Fifteen, Actually Make That Ten!!!
Maximising insight value at easyJet

Paul Child, Join the Dots (Research), UK
Danielle Wakeman, easyJet, UK

17.30 - 17.50

Discussion

18.00 - 18.45

ESOMAR Annual General Meeting (AGM)
For Corporate and Individual Members Only

19.30 - 23.00

ESOMAR Birthday Drinks at HEINEKEN Experience

Venue address:
Heineken Experience, Stadhouderskade 78, 1072 AE Amsterdam
10 minute trip from Congress venue via tram 24
Imagine | Understanding
The Human Condition to Better
The Human Condition
09.20 | Introduction by session chair:
Giulia Gasperi, InSites Consulting, USA

09.45
Transforming LGBT
Opponents into Allies
How research guided program
strategy and the behaviour and
attitudinal shift that resulted
from it
Layhour Sao, TNS, Cambodia
Dany Vinh, TNS, Cambodia

09.25
Using Global Research
to Permanently Improve
the Lives of the Poor
Driving Rotary International's
global Future Vision project
with data
Karl Feld, GfK Custom Research, USA
Uri Farkas, GfK Custom Research, USA
Tom Thorfinnson, Rotary International,
USA
Hilary Leav, Rotary International, USA

10.05
Discussion

Shiny New Tools | Artificial Intelligence
09.00 | Introduction by session chair: Till Winkler, SKOPOS, Germany

09.05
Alice in Customerland
Why the future of customer experience research
will be more human-centered
Richard Bordenave, BVA, France
Alice Artificial Intelligence, UTOPIA, France

09.25
From Hype to Reality
Artificial intelligence in market research
Kristof Coussement, IESEG School of Management, France
Tom De Ruyck, InSites Consulting, Belgium
Steven Debaere, IESEG School of Management, France
Galvin Your Personal Assistant for Consumer Insight
Activation, InSites Consulting, Belgium

09.45
Discussion

09.55 - 10.20
Sponsored Presentation Offered by
Research Now
Behind the Automation Curtain
Improving research through smart planning
and execution
Chris Dubreuil, Research Now, UK
Roddy Knowles, Research Now, USA
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.05</td>
<td>Build, Measure, Learn</td>
<td>Patrick Fagan, CrowdEmotion, UK</td>
</tr>
<tr>
<td></td>
<td>Deciphering emotions to make stories work in content marketing</td>
<td>Sally Wu, BBC (Global News), Singapore</td>
</tr>
<tr>
<td>09.25</td>
<td>Exploring a Digital Parallel Universe</td>
<td>Kevin Gentle, Labbrand, China</td>
</tr>
<tr>
<td></td>
<td>A Ground-Breaking Study into the Lightening-Fast Chinese Digital Landscape</td>
<td>Chris Wallbridge, Labbrand, China</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gening Wang, Dominos, China</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marta Deicaraz, Labbrand, China</td>
</tr>
<tr>
<td>09.45</td>
<td>Do You Believe in What Only a Few People Say?</td>
<td>Karolina Tutaj, Booking.com, Netherlands</td>
</tr>
<tr>
<td>10.05</td>
<td>Discussion</td>
<td></td>
</tr>
<tr>
<td>10.20</td>
<td>Defence Preferences: In case of a military threat to your country... which nation would you call for help?</td>
<td>Kancho Stoychev, President of Gallup International Association</td>
</tr>
<tr>
<td>10.35</td>
<td>Networking Break</td>
<td></td>
</tr>
</tbody>
</table>
Making the World a Better Place
How market research can help the world ‘leave no one behind’
It’s now 2030 and the market research community is justly proud of the very valuable contribution it has made to the achievement of those Global Goals...

From Village to Virtual Reality
How behavioural research has transformed the Red Alert approach to prevention of sex-trafficking in India
Hannah Surabhi, My Choices Foundation, India

Using Qualitative Research to Develop and Understand the Impact of Media Content in Difficult Contexts
Afghanistan, South Sudan and Somalia
Sonia Whitehead, BBC Media Action, UK

“I Am One in a Million”
Respecting street children’s realities
Georgina Day, StreetInvest, UK
Flora Somogyi, Big Sofa, UK

Paragon Partnership with Save the Children UK
Early progresses and lessons
Alexis Le Nestour, Save the Children, UK

Panel Discussion - Call to Action
Moderator: Phyllis Macfarlane, ESOMAR Foundation Treasurer
Panelists: Above speakers and Steve Kretschmer, Surgo Foundation, Turkey

Closing
**Shiny New Tools | I See The Future**
11.15 | Introduction by session chair: Mark Riseley, Facebook, UK

11.20

Out With Words – Are Pictures The New Black?
A mobile research experiment replacing words entirely with “enhanced” pictures
Sarah Jin, Happy Thinking People, Germany
Anton Kozka, Happy Thinking People, Germany

11.40

Uncovering Consumers Hidden Truths
Deeper exploration with advanced text analytics and immersive video
Chelsea Gibbons, 20|20 Research, USA
Emily Hsiao, Bare Snacks, USA

12.00

Nominated for ESOMAR Award for Best Paper Overall
Can Chairs talk?
Image mining & text analytics for strategic planning
Chiara Davanzo Zamarlan, Arper, Italy
Prerit Souda, Kantar TNS, UK

12.20

Discussion

**Catalytic Converters**
11.15 | Introduction by session chair: Till Winkler, SKOPOS, Germany

11.20

It Takes Many Notes to Make a Symphony
The power of data cross pollination
Ritanbara Mundrey, Nestle, India

11.40

How the IoT will save the planet
Changing energy consumption behaviour: an assessment using IoT data and econometric modelling
Laurent Florès, University of Paris and SLPV Analytics, France
Antoine Moreau, SLPV Analytics, France

12.00

Everyone Searches!
Using signal compression to unlock mainstream consumer connections on the net
Mathieu Trepanier, Tsquared Consulting Partners, Switzerland
Jean-Philippe Lebudel, Firmenich, Switzerland

12.20

Discussion

12.35 - 13.50

Lunch
Future Stars of The Silver Screen - Channel 2
13.50 | Introduction by session chair: John Kearon, System1 Group PLC, UK

13.55
Cracking The Code Of Impactful Advertisement: How To Appeal To Both Gen Z And Grown-Ups?

Next generation approach to create a future where one size fits all

Secil Hasegeli Yagli, The Coca-Cola Company, Turkey
Yener Girisken, ThinkNeuro, Turkey

14.15
The “Artificial Creativity” Project

A report on the largest study to date on unlocking the hidden emotional vehicles that drive customer connection and sales

Graeme Newell, 602 Communications, USA
Frank Buckler, Success Drivers, Germany

14.35
Immerse & Engage On London Underground

How to measure engagement with advertising 58 metres below the streets of London

Nicola Barrett, Exterion, UK
Robert Ellis, COG Research, UK

14.55
Discussion

Shiny New Tools | Virtual Reality
13.50 | Introduction by session chair: Mark Riseley, Facebook, UK

13.55
Moving Power, Not Stopping Power

Using virtual reality and system 1 thinking to predict and produce in-store sales

Alex Hunt, System1 Research, USA
Orlando Wood, System1 Group, UK
Tom Ewing, System1 Group, UK

14.35
Nominated for ESOMAR Award for Best Paper Overall

Beer: The Perfect Fit with your Meal instead Of Wine! Dream or Reality?

The quest for a perfect beer and food combination by using big data, algorithms and contextual consumer product testing (virtual reality)

Sjoerd Koornstra, HEINEKEN International, The Netherlands
Marion Emorine, HEINEKEN International, The Netherlands
Louise den Uijl, Haystack, The Netherlands
Maaike Hagen, Haystack, The Netherlands
Wim Hamaekers, Haystack International, Belgium

14.55
Discussion

13.50
Best Presentation APAC 2017

The Hunt for an “Authentic” Coffee Experience

Using intuitive methods and a virtual experience technology to explore a total coffee experience

Junichi Ichiba, The Coca-Cola Company, Japan
Humphery Chen, INTAGE, Japan

14.15
Nominated for ESOMAR Award for Best Paper Overall

The Hunt for an “Authentic” Coffee Experience

Using intuitive methods and a virtual experience technology to explore a total coffee experience

Junichi Ichiba, The Coca-Cola Company, Japan
Humphery Chen, INTAGE, Japan

14.55
Discussion
Math and Magic
How AOL Works with VoxPopMe to Amplify Research through Video Storytelling
Denise Brien, Oath: A Verizon Company, USA
Dean Macko, VoxPopMe, USA
Tom Higgins, VoxPopMe, UK
Niamh Jones, VoxPopMe, UK
Dave Carruthers, VoxPopMe, USA

Orange Embraces The Digital Age For Superior Insights
Russell King, Orange, UK
Geoff Lowe, Infotools, New Zealand

Discussion

John Wanamaker...we now know which 50% of advertising is wasted
Jackie Lorch, SSI, USA

Networking Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.55</td>
<td>Let’s Celebrate!</td>
<td>15.55</td>
</tr>
<tr>
<td>16.00</td>
<td>The Winner of The YES (Young ESOMAR Society) Competition</td>
<td></td>
</tr>
<tr>
<td>16.10</td>
<td>The Talent Contest: ESOMAR Research Effectiveness Award Finalists</td>
<td></td>
</tr>
<tr>
<td>16.15</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td>Greater Than the Sum of Its Parts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uniting marketing research and advanced analytics to increase ROI and marketing effectiveness</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kishore Krishna, Microsoft Corporation, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Michele Garner, Microsoft Corporation, USA</td>
</tr>
<tr>
<td>16.30</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td>Cracking New Zealand’s growing student loan debt problem</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How behavioural change research led a government agency to take brave action</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Keith Taylor, Inland Revenue, New Zealand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jocelyn Rout, Colmar Brunton, New Zealand</td>
</tr>
<tr>
<td>16.45</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td>ANA/AFE #SeeHer Movement addresses unconscious bias in media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research as a Driver in the ANA/AFE #SeeHer Movement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jim Bechtold, Association for National Advertising, Alliance for Family Entertainment, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shelley Zallis, #SeeHer Movement, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joel &quot;JJ&quot; Klein, ABX - Advertising Benchmark Index, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gary Getto, ABX - Advertising Benchmark Index, USA</td>
</tr>
<tr>
<td>16.10</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td>Cracking New Zealand’s growing student loan debt problem</td>
</tr>
<tr>
<td>16.45</td>
<td>ESOMAR Research Effectiveness Award Finalist</td>
<td>ANA/AFE #SeeHer Movement addresses unconscious bias in media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research as a Driver in the ANA/AFE #SeeHer Movement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jim Bechtold, Association for National Advertising, Alliance for Family Entertainment, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shelley Zallis, #SeeHer Movement, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joel &quot;JJ&quot; Klein, ABX - Advertising Benchmark Index, USA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gary Getto, ABX - Advertising Benchmark Index, USA</td>
</tr>
<tr>
<td>17.00</td>
<td>SSI QUEST Awards</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Andy Jolls, SSI, USA</td>
</tr>
<tr>
<td>17.10</td>
<td>Celebrating 80 Years</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Raelene Martin, Policy Executive, International Chamber of Commerce (ICC), France</td>
</tr>
<tr>
<td>17.20</td>
<td>Keynote</td>
<td></td>
</tr>
<tr>
<td>17.20</td>
<td>Dutch Culture Shock Therapy</td>
<td></td>
</tr>
<tr>
<td>19.30</td>
<td>ESOMAR 70th Birthday Party and Awards Show</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>De Kromhouthal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gedempt Hamerkanaal 231, 1021 KP Amsterdam</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buses depart at 19.00. Ask at the registration desk for details of departure point.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dress code: no formal attire required, anything goes!</td>
</tr>
</tbody>
</table>
### Wednesday 13 September

#### The Future is Now and It’s Engaging and Fun!

09.15 | Introduction by session chair: Els Molenaar, Blooming-org, The Netherlands

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 09.20 | **It’s Not Market Research. It’s HBO**  
Laura Berga, HBO Latin America Group, USA  
Susana Sosa, HBO Latin America Group, USA  
Mariana Gomzalez, eCGlobal, Venezuela  
Adriana Rocha, eCGlobal, USA |

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 09.40 | **Nominated for ESOMAR Award for Best Paper Overall**  
**The Apprentice: The Real Winner in the Boardroom**  
How transforming research into a TV show can be a real game changer  
James Livingston, Jaguar Land Rover, UK  
Rhiannon Price, Northstar, UK  
Daniel Tralman, Northstar, UK |

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.10</td>
<td><strong>Discussion</strong></td>
</tr>
</tbody>
</table>

#### The Future is Now | Automation | Interactive

09.30 - 09.35 | Introduction by session chair: Till Winkler, SKOPOS, Germany

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 09.35 - 10.15 | **The court case for research**  
“Your honor, I object... this is the future of automation!”  
Katia Pallini, InSites Consulting, Belgium  
Annelies Verhaeghe, InSites Consulting, Belgium |
09.30 - 09.35 | Introduction by session chair: Pieter Paul Verheggen, ESOMAR Council member and Motivaction International, The Netherlands

09.35 - 10.15

Making Data Fit

How to engage right across a global organisation and embed a big data story to deliver strong commercial results

Ali Powell, Fitness First, UK
Caroline Bates, Chime Insight & Engagement Group, UK

The Future is Now | Research Visions 3

10.15

Nominated for ESOMAR Award for Best Paper Overall

Why visionary researchers must embrace their inner comedian

Stephen Carlin, Comedian, UK
Will Goodhand, Kantar TNS, UK

10.40 - 11.10

Networking Break

The Past, Present and Future of Polling

11.10 | Introduction by session chair: John Kearon, System1 Group PLC, UK

11.15

Are We Getting Worse at Political Polling?

An analysis of 60 years of international polling data

Jon Puleston, Lightspeed, UK

11.35

Thought leadership from WIN:A French polling case study.

French elections, fake news, and voting behavior

Vilma Scarpino, WIN President
Richard Bordenave, WIN member and BVA, France

11.55

Discussion
12.05  
**Keynote**  
Laura Dekker, youngest person to ever sail around the world singlehanded

---

**Research Visions From The Client Side**  
12.40 | Introduction by session chair: Niels Schillewaert, ESOMAR President

---

12.45  
**Market Research from a Client Perspective**  
Understanding the changing needs of marketers  
Fabian Buder, GfK Verein | Future and University Programs, Germany

---

12.55  
**Client Panel**

---

13.25  
**Closing Keynote**  
Marius Smit, Captain, Plastic Whale, Netherlands

---

14.05 - 14.15  
**Closing**  
Vanessa Oshima, Programme Committee Chair  
Niels Schillewaert, ESOMAR President  
Finn Raben, ESOMAR Director General

---

14.15 - 14.45  
**Farewell Drinks**
ESOMAR is the global voice of the data, research and insights community