

Market Research Afternoon

Thursday 31/8 2017

Inspiration for people dealing with market research

ESOMAR and DI Federation of Danish Professional Service Firms invite you to an afternoon of inspiration for people dealing with market research, consumer insights and opinion surveys – both buyers of market research as well as institutes. Learn about new tendencies, challenges and opportunities from four inspiring speakers, and network with people related to market research.

Program

13.30 Welcome

⊕ *ESOMAR & DI Federation of Danish Professional Service Firms*

13.45 The Consumer Trends that Drive Tomorrow's Market Research

⊕ *Ole Petter Nyhaug, Partner, Opinion AS, Norway*

Hear Ole Petter Nyhaug's views on the consumer trends that drive tomorrow's market research. Let's take our own medicine and ask ourselves how we as market researchers can stay relevant in the future

14.20 Connecting with Consumers

⊕ *Nikki Lavoie, Director, Mindspark, France*

Not only are respondents willing to give their time when they feel a meaningful connection to research, but their empathising (without paying them) can actually lead to higher completion rates and clearer insight and better ROI

14.55 Coffee Break

15.15 The Public Perception of Market Research

⊕ *Luke Sehmer, Senior Research Director, Research Now, the UK*

A presentation of findings from the 2016 Esomar Congress Paper on the Public Perceptions of Market Research and the implications for the future

15.50 The Segmentation Revival

⊕ *Jon Puleston, Vice President Innovation, Lightspeed, the UK*

Jon Puleston will show why he thinks we need to conduct segmentation research in the world of big data. Besides that, Jon will give his view on where the market research industry is moving, and what our role should be in the future

16.25 Concluding Remarks

⊕ *ESOMAR & DI Federation of Danish Professional Service Firms*

16.30 Networking and Drinks

Time and Place

Thursday, August 31, 2017

13.30-17.00 p.m.

Registration from 13.00 p.m.

Industriens Hus

H.C. Andersens Boulevard 18
København V

The presentations will be held in English.

Registration and Price

Register [here](#)

Deadline for registration is August 25, 2017.

Participation is free.

A 'no-show-fee' of 500 DKK will be charged if no notice given.

Contact

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