Main Fest Latam 2020

Lima 22-24 April

Programme Preview

Welcome to the ESOMAR Market Intelligence Festival for Latin America 2020!

An impressive list of leading brands is unveiled for our 25th Edition of MAIN FEST LATAM LIMA:

Univision Networks, Havanna, Belcorp, LATAM Airlines, The Coca Cola Co., Procter & Gamble, PepsiCo, Holcim, ProColombia, PromPeru, Banco Santander, Banco do Brazil, Givaudan, Entel, Save the Children and many more!

Join the movers and shakers from top agencies (big, medium and boutique) such as:

GfK, Ipsos, Kantar, Maru, Brain, Synapbox, MESH, Datum International, BMC, ROQUE, Design Narrative, ScaleHouse, New American Dimensions, Euromonitor International, Megaresearch, Activa Research, Synapsis, Captura Consulting, Toluna, Fine Research, Netquest... to name a few

3 days packed with: more than 25 presentations, 5 Panel Discussions, 4 Business Demos, 3 Training Sessions and a unique expo lounge overlooking Lima’s skyline and roof pool access!

Yes, simultaneous translations and immersive networking experiences will be back due public demand...This is “just a hint” as this edition promises to be the most memorable of them all!

Explore the Programme and Register Soon!

www.esomar.org/latam
**WEDNESDAY**

**22 APRIL**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>13.00 – 19.00</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>14.30 - 15.00</td>
<td><strong>BUSINESS SOLUTIONS TRAINING SESSION 1</strong> (SPONSORED) Masterclass topic to be confirmed</td>
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<tr>
<td>15.30 - 16.00</td>
<td><strong>BUSINESS SOLUTIONS TRAINING SESSION 2</strong> (SPONSORED) Masterclass topic to be confirmed</td>
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<tr>
<td>16.30 - 17.00</td>
<td><strong>BUSINESS SOLUTIONS TRAINING SESSION 3</strong> (SPONSORED) Masterclass topic to be confirmed</td>
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<tr>
<td>17.30 - 19.00</td>
<td><strong>CLICK! (CLIENTS LEARNING &amp; INSPIRING CLIENTS WITH KNOWLEDGE)</strong> A meet-up for research buyers (only) to network and share best practice in an informal private setting</td>
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<tr>
<td>19.00 – 20.00</td>
<td><strong>EXPO LOUNGE &amp; WELCOME RECEPTION</strong></td>
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* Full delegates can sign up for this complimentary session as they register for the conference. Note that space is limited and places for this complimentary session are given on a first come, first served basis.

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**THURSDAY**

**23 APRIL**

On Thursday 23 and Friday 24, the programme starts at 09:00 sharp and ends around 18:00.

Final timings will be featured 2 weeks prior to the event. Simultaneous translations from and into Portuguese, Spanish and English will be provided.

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8.00 - 9.00</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>8.00 - 18.00</td>
<td><strong>EXPO LOUNGE</strong></td>
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**OPENING** By ESOMAR

**WELCOME** By APEIM

**INTRODUCTION TO THE PROGRAMME AND SESSION**

By Urpi Torrado, Programme Committee Chair & ESOMAR Representative in Peru
THURSDAY
23 APRIL

MAIN FRAME, MAIN CONTEXT

FIRESSTARTER
Innovate or Die! Or Die Innovating?
Innovation from the perspective of Latin American Consumers
Noelia Bellucci, Maru Matchbox, Argentina

CLIENT TOPIC
Hispanics Across the Americas
Evolution of the Hispanic culture in USA and the global impact of Latin America today
Roberto Ruiz, Univision, USA
Rachel Bonsignore, GfK Consumer Life, USA

CASE STUDY
Havanna Reinvention
How to keep brands relevant in a volatile global context
Fernando Moiguer, Moiguer Compañía de Negocios, Argentina
Alejandro Alcedo, Havanna, Argentina
Magdalena Locco, Moiguer Compañía de Negocios, Argentina
Alan Aurich, Havanna, Argentina

REGIONAL CHALLENGES & OPPORTUNITIES IN THE GLOBAL STAGE
An interactive debate with the speakers of this block

BUSINESS SOLUTIONS SPONSORED DEMO

NETWORKING BREAK AT THE EXPO

MAIN CUSTOMERS, MAIN EXPERIENCE

INTRODUCTION BY SESSION CHAIR
Marcello Garritano, MESH, Brazil

CASE STUDY
From Customer Satisfaction to Customer Experience
From traditional satisfaction research to customer experience in a hybrid real-time model
Flavia Lage, Brain Brand Intelligence, Brazil
Marco Silva, Banco do Brazil, Brazil

CASE STUDY
Biometrics to optimize customers engagement
How measurement of the non-conscious response facilitates brand relaunch
Francesca Castañeda, Belcorp, Peru
Andres Botero, Synapbox, Colombia

CASE STUDY
Monetising NPS to drive investment in CX
How monetising NPS helped LATAM Airlines take CX investment decisions
Shane Baxendale, MESH Experience, UK
André D’Abreu, LATAM Airlines, Brazil

EXPLORING CCC: CUSTOMER CENTRIC CULTURE
An interactive debate with the speakers of this block

YES (YOUNG ESOMAR SOCIETY)
Pitch Competition!
MAIN CLIENTS, MAIN BRANDS, MAIN BUSINESS

INTRODUCTION BY SESSION CHAIR
Patricia Grisolle, Yanbal International, Peru

CALL TO ACTION
Brands with Purpose
Taking advantage of social trends by defining a purpose
Itala Padilla, Datum International, Peru
Ana Sofía Hernández, Procter & Gamble, Peru

CLIENT TOPIC
Inca Kola Reconnection Strategy
Boosting connection with the Peruvian consumer
Fabian Jalife, BMC Innovation Company, Argentina
Tomas Gross, The Coca-Cola Company, Peru

METHODOLOGICAL INNOVATION
Future Proof Strategies
User centered innovation for the cement market
Gonzalo Roqué, ROQUÉ Marketing Insights, Argentina
Juan Ignacio Urani, Holcim, Argentina
Tomas Ortiz, Design Narrative, Hong Kong

MONEY TALKS: ROI (RETURN ON INSIGHTS)
An interactive debate with the speakers of this block

BUSINESS SOLUTIONS SPONSORED DEMO

NETWORKING BREAK AT THE EXPO


DIVERSITY HEROES!

INTRODUCTION BY SESSION CHAIR
Mariela Mociulsky, Trendsity, Argentina

CALL TO ACTION
Gender, Race and Power in AI
How do we ensure that the AI we utilize doesn't produce bigger data gaps than it fixes?
Kristin Luck, ScaleHouse, USA

CASE STUDY
Across the Rainbow
A qualitative dive into Mexico's LGBTQ Communities
David Morse, New American Dimensions, USA

NETWORKING COCKTAIL
Get ready for an unforgettable FIESTA!
More details coming soon...
FRIDAY
24 APRIL

8.00 - 9.00   REGISTRATION
8.00 - 18.00  DIGITAL EXPO LOUNGE

INTRODUCTION BY SESSION CHAIR
Mariela Mociulsky, Trendsity, Argentina

THE TOURISM TWISTER
A high-speed format of 3 presentations of 10 minutes each!
Followed by a panel discussion with the presenters.

FIRESTARTER
Sustainable Tourism
The Next Big Opportunity for Latin America
Julia Fillingame, Euromonitor International, USA

INVITED CAPSULE
PromPeru
Exploring big data while highlighting Peru as international destination

CLIENT TOPIC
The Power of your Own Diaspora
Learnings about the use of online communities
Pedro Fernandez, ProColombia, Colombia
Laura Gomez, ProColombia, Colombia

TOURISM TALKS:
An interactive debate with the speakers of this block

BUSINESS SOLUTIONS SPONSORED DEMO

NETWORKING BREAK AT THE EXPO

MAIN FEST – DIGITAL TRANSFORMATION & INNOVATION

INTRODUCTION BY SESSION CHAIR
Nicolas Kiczij, Netquest, Argentina

THOUGHT LEADERSHIP
Blinded by Technology
A future proof CMI framework
Tom De Ruyck, Join the Dots-InSites Consulting, Belgium

METHODOLOGICAL INNOVATION
Insights 24/7
Understanding the consumer in real time: step to anticipate change
Sebastian Silva, Givaudan, Mexico
Damian Suarez, Megaresearch, Argentina

CASE STUDY
Tracing the Path of Digital Transformation
The successful case of Banco Santander Experience
Rodrigo De La Riva, Activa Research, Chile
Cristóbal Mestre, Banco Santander, Chile
Daniella Inostroza, Activa Research, Chile

THOUGHT LEADERSHIP
The Evolution of Product Testing in the Digital World
How mix-methods AI, VR, AR, and social media enhance product experience
Nikolai Reynolds, Ipsos, Germany
Anna Taranyan, PepsiCo, Russian Federation

MAIN FEST – DIGITAL TRANSFORMATION & INNOVATION
An interactive debate with the speakers of this block

LUNCH & CLIENT LUNCH
MAIN FEST – TECH TOOLS & AUTOMATION

INTRODUCTION BY SESSION CHAIR
Nicolas Kiczij, Netquest, Argentina

METHODOLOGICAL INNOVATION
Talking with Machines
Chatbots as a powerful insights tool
João Pedro Calixto, On The Go, Brazil
Patricia Boccuzzi, Netquest, Brazil

METHODOLOGICAL INNOVATION
Augmented Reality
An ally for digital marketing research
Francisco Calixto, Synapsis Research, Colombia
Cristina Leo, PepsiCo, Guatemala

CASE STUDY
Artificial Intelligence in Telecom
Building genuine relations to improve customer experience
Catalina Bonnet, Kantar, Peru
Andrea Maldonado, Entel, Peru

MAIN FEST – TECH TOOLS & AUTOMATION
An interactive debate with the speakers of this block

BUSINESS SOLUTIONS SPONSORED DEMO

NETWORKING BREAK

FRIDAY
24 APRIL

MAIN CELEBRATION: SOCIAL IMPACT & AWARDS

INTRODUCTION BY SESSION CHAIR
Finn Raben, ESOMAR Director General

ESOMAR UPDATE

SOCIAL IMPACT
The Healthy Priorities Project
A call to action for the Venezuelan health crisis
Diego Casaravilla, Fine Research, Argentina
Luca Bon, Toluna, Brazil
Ana Maria Mendez, Save The Children, Colombia

YES (YOUNG ESOMAR SOCIETY) AWARD WINNER
Pecha Kucha Presentation!

LATINOPTION AWARD WINNERS 2019
Agile techniques in MR and brand positioning routes
The case of Cremositas Bolivia
Giselle Abugattas, Nestle, Bolivia
Sebastian Arias, Captura Consulting, Bolivia

PROGRAMME SUMMARY
By Urpi Torrado, Programme Committee Chair & ESOMAR Representative in Peru

CLOSING
By ESOMAR

FAREWELL DRINKS
SPONSORSHIP AND COMMERCIAL OPPORTUNITIES CONTACTS

NOTE: Exhibiting or Sponsoring at Latin America 2020 allows you to make invaluable business contacts, promote products and services, generate sales leads and business opportunities.

For more information contact
Sumbul Fatima at sumbul@esomar.org
Bart-Jan Langereis at bart-jan@esomar.org or
Angela Canin at angela@esomar.org

PREGUNTAS SOBRE EL CONTENIDO DEL PROGRAMA

NOTA: Si requiere información sobre el contenido de la agenda en Español favor de ponerse en contacto con el manager del programa:

Alfonso Regalado vía alfonso@esomar.org