



'Listening is The New Asking' Programme

8th March 2011

Questions can be asked via the online chat within the Webinar or via Twitter using the #NewMR tag.

Start			Australia/Pacific Session
Sydney	London	New York	
2:00pm	3:00am	8 th March 10:00pm	Overview <i>Ray Poynter, The Future Place</i>
2:24pm	3:24am	10:24pm	Can Software-Driven QDA Replace the Seasoned Researcher? <i>Theo Downes-Le Guin, Market Strategies</i>
2:48pm	3:48am	10:48pm	Online and Social Media Monitoring <i>Jess Whittaker, Buzz Numbers</i>
3:12pm	4:12am	11:12pm	Listen Hear: Transformation through Learning How to Listen <i>Paul Vittles, The Vittles Organisation</i>
3:36pm	4:36am	11:36pm	Session Close

Start			Europe/Africa Session
Sydney	London	New York	
9:00pm	10:00am	5:00am	Online Text Analytics - Top Ten Tips: Welcome to the Oldest New Game in Town <i>Anna Tomkowicz, Freshminds</i>
9:24pm	10:24am	5:24am	One Voice of the Customer: Where Social and Surveys Collide <i>Catriona Oldershaw, Synthesio</i>
9:48pm	10:48am	5:48am	The Power Of Earned Media: Using Traditional And Social Media Research To Drive Advertising ROI <i>Liz High, Alterian</i>
10:12pm	11:12am	6:12am	Stop Looking at Carriages, Start Looking at Trains <i>John Griffiths, Planning Above and Beyond</i>
10:36pm	11:36am	6:36am	Session Close

Start			North America Session
Sydney	London	New York	
7:00am	8:00pm	3:00pm	Putting Listening to Work: Achieving Business Objectives Over Time <i>Steve Rappaport, The ARF</i>
7:24am	8:24pm	3:24pm	Social Media: The Next Frontier in Text Analytics <i>Catherine van Zuylen, Attensity</i>
7:48am	8:48pm	3:48pm	Raw Honest Truth v2.0: Panel Based Social Media Research <i>Carol Haney, Harris Interactive</i>
8:12am	9:12pm	4:12pm	Quick and Dirty or Slow and Careful: Social Media Data Speaks <i>Annie Pettit, Conversion</i>
8:36pm	9:36pm	4:36pm	Close

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