



Wednesday 8th December 2010

37 of the best Market Research Speakers for just \$50

The Main Stage Webinar is taking place on 8 December, and involves big name speakers from around the world, some like John Kearon and Diane Hessian selected by the Advisory Board, some like Tom Ewing and Annie Pettit 'elected' by participants in The Festival of NewMR.

Tickets are available for part of the Webinar for \$24, and the whole webinar is available, along with copies of all the slides and recordings of the sessions, for \$50 (see the tickets section for more details, visit newmr.org to buy a ticket).

The NewMR Webinar Programme

The programme for the NewMR Main Stage Webinar lists 18 hours of fun and information is now available and detailed on the following pages.

The Webinar comprises three six hour Parts. The first being targeted at times suitable for Asia Pacific, the second at times suitable for Europe and Africa, and the third for times suitable for North, Central, and South America.

The last page of this programme has lots of useful information about the Webinar.

Even if you can't Attend, you might Want a Ticket!

If you buy a ticket for the Webinar you will also have access to a copy of the slides and we intend to be posting recordings of the sessions for ticketholders. So, even if you can't attend the sessions, you will get more than your \$50 worth, just by being able to access some of the best thinking and best presentations on NEW MR.

Less than \$2 per Speaker!

A \$50 ticket entitles you to attend as much of the Webinar as you want to, and to catch up on the rest later, with 37 speakers, that works out at about \$1:35 per speaker.

You can also buy a ticket for \$24 to attend just one six hour Part of the Webinar, see note below.

Schedule for Ticket Sales

In order to deal with the back-office processing, not all of the tickets will be on sale until the 8th. The schedule for the tickets is described below:

- Until end of Friday 3rd December, all tickets available
- Saturday 4th to Tuesday 7th, only \$50 tickets available
- Wednesday 8th, \$50 tickets will be available, but without support (the program will simply email you a link and you can join in from that point onwards)
- Thursday 9th December to 24th December, you will be able to buy a ticket for \$50 which will enable you to access the presentations and those sessions that have been successfully recorded.

Note the ticketing software will also levy a small charge when you pay.

Beyond the Webinar

The Festival of NewMR is much bigger than just the Webinar, for example there are the Video and Poster competitions and various activities taking place in the Fringe. We would encourage you to visit these and take part in those that catch your fancy. All of these events are free! Some even have prizes attached.

Find out more about the rest of the Festival at newmr.org

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Wednesday 8th December 2010

Part 1 - Asia Pacific

All of the times shown are expressed in terms of GMT/London, ranging from 1:00am to just past 7:00am. To help you interpret the times it might be helpful to note that 1:00am in GMT is Auckland 2:00pm, Sydney 12:00 midday, Singapore 9:00am, Mumbai 6:30am, Moscow 4:00am, Paris 2:00am, New York 8:00pm (day before), Seattle 5:00pm (day before). If you want to check all of the times, you might find <http://www.timeanddate.com/worldclock/meeting.html> helpful.

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Start (GMT/London)	Session 1
01:00	Introduction <i>Greg Coops, Convenor and Jeffrey Henning, Session Chair</i>
01:10	How can we turn online discussions into insight? <i>Ray Poynter, The Future Place</i>
01:39	Will NewMR become OldMR? The Challenge of Turning Radical Methods into Sustainable Businesses <i>Alastair Gordon, Gordon & McCallum</i>
02:08	"Serious Games" has a place in future MR-it will ensure respondent engagement, focus and therefore validity, and help with panelist retention. It will also increase participation from the elusive 18-24 year olds! <i>Brian Fine, Australia Online Research</i>
02:37	Summary <i>Greg Coops</i>

Erica van Leiven's presentation, 'Semantic Web 3.0?' will be available to view online on the homepage (www.NewMR.org)

02:40 **Break**

Start (GMT/London)	Session 2
03:10	Introduction <i>Greg Coops, Convenor and Pravin Shekar, Session Chair</i>
03:18	Listening to the Sounds of Silence <i>Shobha Prasad, Drshti Strategic Research Services Pvt. Ltd.</i>
03:44	Combining NewMR & Traditional Research: The Virgin Blue Success Story <i>Steve Cierpicki, Colmar Brunton</i>
04:05	Sampling the Twitter Stream <i>Christine Walker, Alliance Strategic Research</i>
04:26	Asia and the Developing World - Smart Enough for Mobile MR <i>Navin Williams, Mobile Measure</i>
04:48	Summary <i>Greg Coops</i>

04:50 **Break**



Wednesday 8th December 2010

Part 1 - Asia Pacific

Start (GMT/London)	Session 3
05:20	Introduction <i>Greg Coops, Convenor and Ray Poynter, Session Chair</i>
05:26	BUMP - A New Metric Inspired by Neural Networks <i>Duncan Stuart, Kudos Organisational Dynamics</i>
05:52	What Quant researchers can learn from Qual researchers <i>Sue York, The Future Place</i>
06:18	Co-creation through conversation <i>Tom De Ruyck, InSites Consulting</i>
06:44	Market Research Organisations in Networked Age - An Interview with Ray Poynter <i>Finn Raben, ESOMAR</i>
07:08	Summary and End of Part 1 <i>Greg Coops</i>

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The Confirmit Best Presentation Award

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The Conference Team

This part of the Main Stage is being managed by:

Greg Coops (Convenor), Asian Strategies

Jeffrey Henning (Session Chair), Perseus Development Corp.

Pravin Shekar (Session Chair), krea

Ray Poynter (Session Chair), The Future Place



Wednesday 8th December 2010

Part 2 - Europe/Africa

All of the times shown are expressed in terms of GMT/London, ranging from 9:00am to just past 3:00pm. To help you interpret the times it might be helpful to note that 9:00am in GMT is Auckland 10:00pm, Sydney 8:00 pm, Singapore 5:00pm, Mumbai 2:30pm, Moscow 12:00 midday, Paris 10:00am, New York 4:00am, Seattle 1:00am. If you want to check all of the times, you might find <http://www.timeanddate.com/worldclock/meeting.html> helpful.

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Start (GMT/London)	Session 1
09:00	Introduction <i>Sue York, Convenor and Dan Foreman, Session Chair</i>
09:08	DigiViduals™ Research Robots conducting mass ethnography for insight generation <i>John Kearon, BrainJuicer Group</i>
09:34	Game On: How game mechanics are changing the consumer world, and how researchers can play <i>Tom Ewing, Kantar Operations</i>
09:58	How to stimulate creative thinking in online respondents <i>Jon Puleston, GMI Interactive</i>
10:22	Listening is only half the story <i>Graeme Lawrence, Virtual Surveys</i>
10:46	Summary <i>Sue York</i>

10:50	Break
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Start (GMT/London)	Session 2
11:10	Introduction <i>Sue York, Convenor and Brian Jacobs, Session Chair</i>
11:15	Beyond the hype <i>Annelies Verhaeghe, InSites Consulting</i>
11:45	The Superpromoter: Studying the power of enthusiasm as a new field in marketing & research <i>Rijn Vogelaar, Blauw Research</i>
12:15	Hacking The Data Shadow <i>Rich Shaw, Virtual Surveys</i>
12:40	Summary <i>Sue York</i>

12:45	Break
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Wednesday 8th December 2010
 Part 2 - Europe/Africa

Start

(GMT/London)

Session 3

- 13:20 **Introduction**
Sue York, Convenor and Ray Poynter, Session Chair
- 13:24 **Oi! You Took That Without Asking! Ethics for New MR**
Agnes Nairn, EM-Lyon Business School
- 13:48 **"I'll Facebook u yeah?" Modern Communication and Evolving with the Times.**
Betty Adamou, Nebu
- 14:12 **How market researchers can make the world a bit fairer**
Henrik Hall, LonBono Vision
- 14:22 **"Sexy Questions, Dangerous Results?" - Navigating The Digital Divide in Survey Research**
Bernie Malinoff, element54
- 14:46 **Embracing the 3rd Screen: Mobilising online qualitative research via smartphones**
Ian Ralph, GfK NOP & Steve August, Revelation
- 15:10 **Summary and End of Part 2**
Sue York

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The Conference Team

This part of the Main Stage is being managed by:

Sue York (Convenor), The Future Place

Brian Jacobs (Session Chair), Brian Jacobs and Associates

Dan Foreman (Session Chair), ActiveGroup

Ray Poynter (Session Chair), The Future Place



Wednesday 8th December 2010
 Part 3 - North, Central, South America

All of the times shown are expressed in terms of EST/New York, ranging from 12:00pm to 6:00pm. To help you interpret the times it might be helpful to note that 12:00pm in EST is Auckland 06:00am (day after), Sydney 04:00am (day after), Singapore 1:00am (day after), Mumbai 10:30pm, Moscow 8:00pm, Paris 6:00pm, London 5:00pm, Seattle 9:00am. If you want to check all of the times, you might find <http://www.timeanddate.com/worldclock/meeting.html> helpful.

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Start (EST/New York)	Session 1
12:00pm	Introduction <i>Andrew Jeavons, Convenor and Zoe Dowling, Session Chair</i>
12:05pm	I'll have what she's having <i>Mark Earls, HERD</i>
12:32pm	Why are market researchers so !x!ing bad at communicating research and insights? <i>John Clay, Research4</i>
12:59pm	Insight Translation - Turning Data into Action <i>Spencer Murrell, Lextant</i>
1:24pm	Semantic Web and Research 3.0 <i>Adriana Rocha, eCGlobalPanel</i>

1:49pm	Break
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Start (EST/New York)	Session 2
2:29pm	Introduction <i>Andrew Jeavons, Convenor and Annie Pettit, Session Chair</i>
2:31pm	The 8 Myths about Successful Research Communities <i>Diane Hessian, Communispace</i>
2:58pm	Don't Forget...The Respondent Experience Trumps All <i>Leslie Townsend, Kinesis Survey Technologies</i>
3:25pm	One Question at a Time: Engaging Today's Bandwidth-Strapped Consumer in High-Yield Attitudinal Research <i>John Dick, CivicScience Inc</i>
3:52pm	MROC; now we're telling you what it is <i>Tamara Barber, Forrester Research</i>

4:19pm	Break
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Wednesday 8th December 2010
 Part 3 - North, Central, South America

Start (EST/New York)	Session 3
4:52pm	Introduction <i>Andrew Jeavons, Convenor and Susan Sweet, Session Chair</i>
4:54pm	The Changing Landscape of Online Qualitative Research: Using new technologies to engage, listen and get meaningful feedback from respondents <i>Jim Longo, Itracks</i>
5:23pm	You Can Let Go of Your Focus Groups... Really it's O.K. <i>Jen Drolet and Adam Rossow, iModerate</i>
5:50pm	Stalker for Hire - How to be an Engaging Ethnographer No Matter Where You Are <i>Erica Ruyle, Market Strategies International</i>
6:17pm	Mr Survey Flirts with Ms Social Media Research <i>Annie Pettit, Conversation Strategies</i>
6:42pm	Summary and End of Part 3 <i>Andrew Jeavons</i>
6:45pm	End of Conference

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The Conference Team

This part of the Main Stage is being managed by:

Andrew Jeavons (Convenor), Mass Cognition

Annie Pettit (Session Chair), *Conversation Strategies*

Zoe Dowling (Session Chair), Added Value

Susan Sweet (Session Chair), Hall & Partners



Message from the Festival Organiser



The idea for the Festival came from a discussion in the NewMR group on LinkedIn. Creating it has been exhausting for the key players, but a lot of fun and we have been bowled over by the amount of energy and innovation that exists within the market research industry.

This is the first Festival of NewMR and we are certainly learning by our mistakes, and we hope that our errors and slips will be forgiven.

Several people have asked whether there will be a follow up event next year. We've avoided thinking about next year at this stage, we want this year to be as successful and enjoyable as possible. (Ray Poynter)

More Details on the Webinar

One the day

If you are planning to attend the Webinar, you may find it helpful to print sections of the programme out, to ensure you are connected at times when speakers you particularly want to hear are presenting.

Connecting to the Webinar

If you have bought a ticket you should receive your link to the Webinar about a week before the event. We will also send you some notes on checking that you will be able to connect. On the day of the Webinar you will need access to the Internet and you will need to be able to hear the presenters, either by dialling in, or better still via your computer's speakers or headphones.

Asking Questions

We are using the following two approaches to questions.

- 1) On newmr.org there is a discussion thread for each presentation, please use these before or after the presentation to ask questions or to make points.
- 2) On the day please use Twitter, with the hashtag #newmr, to ask questions of the speakers.

The Advisory Board

Many people have made contributions the success of this project, but one group in particular need to be mentioned and they are the advisory board:

Betty Adamou, NEBU - UK

Eric Bell, MRGA - USA

Greg Coops, Asian Strategies - Singapore

Amber Coulter, The Research Agency - New Zealand

Alison Dexter, TNS - Vietnam

Zoe Dowling, Added Value - USA

Catherine Eddy, Nielsen - Indonesia

Dan Foreman, ActiveGroup - UK

Angela Gao, SSI - China

Jeffrey Henning, Vovici - USA

Brian Jacobs, BJ&A - UK

Andrew Jeavons, Mass Cognition - USA

Nigel Legg, Trevanian Legg - UK

Jasper Lim, Merlien Institute - Singapore

Leonard Murphy, GreenBook Marketing Research Directory - USA

Ton Otter, Loyaltypromoter - Netherlands

Annie Pettit, Conversition - Canada

Dan Rockwell, Lextant - USA

Pravin Shekar, Krea - India

Susan Sweet, Hall & Partners - USA

Sue York, The Future Place - Australia

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