



'Advanced Quant Techniques' Programme
 14th July 2011

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

	Start		Australia/Asia Session
Sydney	London	New York	
3:00pm	6:00am	1:00am	Introduction <i>Sue York, The Future Place, Australia</i>
3:05pm	6:05am	1:05am	An Overview of Advanced Quant Techniques <i>Sue York, The Future Place, Australia</i>
3:30pm	6:30am	1:30am	The Benefits of Conjoint Analysis and Choice Modelling <i>Ray Poynter, The Future Place, UK</i>
3:55pm	6:55am	1:55am	The Superiority of Panel Research - A Fast Food Choice Modelling Example <i>Brian Fine, Australia Online Research & Con Menictas, Synovate</i>
4:20pm	7:20am	2:20am	An introduction to Structural Equation Modelling <i>Scott MacLean, Nulink Analytics</i>
4:45pm	7:45am	2:45am	Panel Discussion

	Start		Europe/Africa Session
Sydney	London	New York	
8:00pm	11:00am	6:00am	Introduction <i>Sue York, The Future Place, Australia</i>
8:05pm	11:05am	6:05am	Improved BPTO <i>Ray Poynter, The Future Place, UK</i>
8:30pm	11:30am	6:30am	The Challenges and Benefits of menu based choice modelling <i>Dirk Huisman, SKIM, Netherlands</i>
8:55pm	11:55am	6:55am	Adaptive Choice Based Conjoint <i>Stefan Binner, BMS Marketing Research, Germany</i>
9:20pm	12:20pm	7:20am	9,000 concepts later: how the wisdom of the crowd compares with monadic screening <i>Will Goodhand, BrainJuicer, UK</i>
9:45pm	12:45pm	7:45am	Panel Discussion

	Start		The Americas Session
Sydney 24 th June	London	New York	
4:00am	7:00pm	2:00pm	Introduction <i>Andrew Jeavons, Survey Analytics, USA</i>
4:05am	7:05pm	2:05pm	An Introduction to Hierarchical Bayes <i>Ray Poynter, The Future Place, UK</i>
4:30am	7:30pm	2:30pm	Product Optimisation <i>Juan Tello, SKIM, USA</i>
4:55am	7:55pm	2:55pm	Survey-based pricing research techniques <i>Jeffrey Henning, Affinova, USA</i>
5:20am	8:20pm	3:20pm	The pursuit of Happiness: can emotions predict in-market performance? <i>Will Goodhand, BrainJuicer, UK</i>
5:45am	8:45pm	3:45pm	Panel Discussion