



## Main Stage Programme - Thursday 3<sup>rd</sup> November 2011

All of the times shown are expressed in terms of GMT/London. 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 5:00am, Paris 2:00am, New York 9:00pm (day before), Seattle 6:00pm (day before). If you want to check all of the times, you might find <http://www.timeanddate.com/worldclock/meeting.html> helpful.

Start (GMT/London)	Session 1 - Session Chair: Greg Coops
00:00	<b>Introduction</b> <i>Ray Poynter, Vision Critical</i>
00:04	<b>Crowd-Shaped Surveys: Adapting the Experience Based on Prior Respondents</b> <i>Jeffrey Henning, Affinova</i>
00:34	<b>On Social Media Research</b> <i>Annie Pettit, Research Now</i>
01:04	<b>Surveys Without Scales - NewMR and Facial Imaging</b> <i>Alastair Gordon, Gordon &amp; McCallum</i>
01:34	<b>Taking Qualitative Online: What I wished I'd known before I started</b> <i>Victoria Gamble, WorkINProgress</i>
02:04	<b>Summary</b> <i>Greg Coops, Asian Strategies</i>

02:10	<b>Break</b>
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Start (GMT/London)	Session 2 - Session Chair: Sue York
03:30	<b>Introduction</b> <i>Ray Poynter, Vision Critical</i>
03:34	<b>Less is More: Getting Value (Not Just Reams of Data) From Your Research</b> <i>Mike Sherman, SingTel and Neil Gains, Tapestry Works</i>
04:04	<b>How to use discourse analysis in market research</b> <i>Sue Bell, Susan Bell Research</i>
04:34	<b>2011 What a Disaster!</b> <i>Christine Walker, Alliance Strategic Research</i>
05:04	<b>Are social media and research meant to be together?</b> <i>Jess Whittaker, Buzz Numbers and Steve Nuttall, Colmar Brunton</i>
05:34	<b>Summary</b> <i>Sue York, NewMR</i>

05:40	<b>Break</b>
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<b>Start</b> (GMT/London)	<b>Session 3 - Session Chair: Pravin Shekar</b>
07:30	<b>Introduction</b> <i>Sue York, NewMR</i>
07:34	<b>NewMR, a view of the next two years</b> <i>Ray Poynter, Vision Critical</i>
08:04	<b>It takes two baby!</b> <i>John Griffiths, Spring Research</i>
08:34	<b>Neuromania and why we need to re-humanise research</b> <i>David Penn, Spring Research</i>
09:04	<b>Summary</b> <i>Pravin Shekar, krea</i>

09:10	<b>Break</b>
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<b>Start</b> (GMT/London)	<b>Session 4 - Session Chair: Ray Poynter</b>
10:30	<b>Introduction</b> <i>Sue York, NewMR</i>
10:34	<b>Less is more: how pattern spotting can save us from ourselves</b> <i>Mark Earls, HERD Consultancy</i>
11:04	<b>Let's Get Emotional About Advertising; Evidence from the frontiers of behavioural economics about how ads really work</b> <i>John Kearon, Brainjuicer</i>
11:34	<b>Case of the Dead Cat:Curiosity not to Blame</b> <i>Rosie Campbell, Campbell Keegan</i>
12:04	<b>The Rise of the Digital Shopper: New ways to shop require new ways to research</b> <i>Ian Ralph, Marketing Sciences</i>
12:34	<b>Summary</b> <i>Ray Poynter, Vision Critical</i>

12:40	<b>Break</b>
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<b>Start</b> (GMT/London)	<b>Session 5 - Session Chair: Fiona Blades</b>
14:00	<b>Introduction</b> <i>Sue York, NewMR</i>
14:04	<b>Anthropology Goes Online: Why Cultural Insights Still Matter</b> <i>Robert Kozinets, Author of Netnography</i>
14:34	<b>Online Communities: Mistakes, Misuses and Challenges</b> <i>Diane Hesson, Communispace</i>
15:04	<b>Life outside the ivory tower</b> <i>Paul Child, Join the Dots</i>
15:34	<b>What next? 5 predictions about the future of online co-creation</b> <i>Felix Koch, Promise Communities</i>
16:04	<b>Summary</b> <i>Fiona Blades, Mesh Planning</i>

16:10	<b>Break</b>
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<b>Start</b> (GMT/London)	<b>Session 6 - Session Chair: Andrew Jeavons</b>
17:30	<b>Introduction</b> <i>Sue York, NewMR</i>
17:34	<b>Update on Privacy and Ethics</b> <i>Finn Raben, ESOMAR</i>
18:04	<b>The Road to Survey Extinction</b> <i>Bernie Malinoff, element54</i>
18:34	<b>The ideas that are transforming market research</b> <i>Jon Puleston, GMI</i>
19:04	<b>Digital Ethnography - Revealing Human Truths through Smartphones</b> <i>Ross McLean, Egg Strategy</i>
19:34	<b>Summary</b> <i>Andrew Jeavons, Survey Analytics</i>

19:40	<b>Break</b>
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Start (GMT/London)	<b>Session 7 - Session Chair: Lenny Murphy</b>
21:00	<b>Introduction</b> <i>Ray Poynter, Vision Critical</i>
21:04	<b>Survey Gamification: Old Wine in New Bottles?</b> <i>Reg Baker, Market Strategies</i>
21:34	<b>Listening as Foresight: Detecting Emergent Consumer Trends</b> <i>Stephen Rappaport, ARF</i>
22:04	<b>2016: A Market Research Odyssey</b> <i>Leslie Townsend, Kinesis Survey Technology</i>
22:34	<b>Behavioural economics - new new or new old?</b> <i>Leigh Caldwell, Inon</i>
23:04	<b>Summary and conference close</b> <i>Lenny Murphy, Brandscan 360</i>

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