

“...a roadmap of what lies ahead.”

MRA ISC

2015 MRA INSIGHTS & STRATEGIES CONFERENCE

June 3-5, 2015

SAN DIEGO

ISC concentrates in depth on practical, applicable skills researchers can leverage today while revealing a compelling roadmap of what lies ahead.

Five world-class keynotes and four highly curated educational tracks center on the future, consumer insights, specialty research and tech demos. More than 50 exhibitors will showcase new innovations and approaches. Combined, ISC is a phenomenally target-rich opportunity for education and networking that makes it the singular resource to advance your career, your team and your company.

Optionally, new all-day training sessions the day before ISC offer expert instruction on some of marketing research's most popular skills and tools. For those who register for both ISC and training, a bundled discount offers fantastic value.

The 2015 Insights & Strategies Conference is produced by the Marketing Research Association, which is dedicated solely to furthering the growth of marketing research. MRA's total reinvestment of all revenues back into our profession directly enriches your career and those of other researchers like you.

Join us!

ABOUT



Our Keynote Speakers

While our breakout sessions are focused on MR solutions for tomorrow (developing roadmaps to tackle Big Data, understanding UX design and testing, improving community research, the pros and cons of empathy, figuring out how to measure new media, etc.), our keynotes come from beyond the marketing research industry to shed light on new consumers, data and technologies affecting MR.

The five faces you see below are those of world class experts in innovation, trends, demographics, facial recognition and analyzing the social Web who could challenge - or *inspire!* - your future.



ASHISH SONI

Dress sharp! We're about to introduce you to technology you've never met before. Ashish Soni is a faculty member and executive director of digital innovation at the USC Viterbi School of Engineering, where he helps engineering students transform their ideas into successful businesses. At ISC, he'll talk about how high tech entrepreneurship, user experience design and innovation play out in MR.

Keynote sponsored by Quester™.



DR. JENNIFER GOLBECK

As director of the Human-Computer Interaction Lab at the University of Maryland and author of *Analyzing the Social Web*, Dr. Jennifer Golbeck approaches research from a computer science perspective. Golbeck's discovered fascinating and surprising correlations between Internet *Likes*, *Shares* and consumer behavior in the real world – new insights that can guide effective marketing strategies.



JEREMY GUTSCHE

Jeremy Gutsche is an innovation expert and the CEO of Trend Hunter, the world's most popular trend spotting website and research lab. His brand new five star book – *Better and Faster* – is #1 on Amazon's Business Research & Development list. Gutsche will teach you to overcome three evolutionary traps that block innovation through six repeatable shortcuts to deploy better ideas, faster.



JOEL KOTKIN

An internationally-recognized authority on global, economic, political and social trends, Joel Kotkin is the author of the new book *The New Class Conflict*, which describes the changing dynamics of class in America. Kotkin will announce new research findings which illustrate how demographic shifts are moving your markets and how merging social communities will evolve in the years ahead.



DAN HILL

A facial coding expert and authority on the role of emotions in consumer and employee behavior, Dan Hill runs Sensory Logic, a scientific insights firm that analyzes consumers' expressions to help companies better navigate emotional decisions. Hill will detail how emotional data related to messaging, brand equity and purchase intent can reveal the best actionable insights.

When was the last time you set aside a full day to study one MR topic in depth?

It's been awhile, hasn't it?

For the first time, MRA has partnered with Research Rockstar and Paul Kirch to bring you four optional all-day courses the day before MRA's 2015 Insights & Strategies Conference. They are:

- » Online Qualitative Research Methods
- » Questionnaire Design 201 – Scale Selection
- » Behavioral Economics for Market Researchers
- » Selling With Influence

Each course includes a total of 7 hours of live instruction, examples, demonstrations, exercises, real-time Q&A, 1:1 instructor access and a completion certificate. The courses will be taught at the San Diego Hilton Bayfront from 9 AM until 4 PM on June 2, 2015. Lunch is included.

Save \$150! Per student fee is \$499 with a \$150 bundled discount if you register for both ISC and one course at the same time. Register online at isc.marketingresearch.org/register.



Online Qualitative Research Methods

Research Rockstar

Do you want to broaden the number of online research methods at your disposal? Topics in this all-day power program include social media research, crowdsourcing (idea management and prediction market platforms), social network sampling, webcam research, and more. Includes examples, demonstrations and exercises.

Questionnaire Design 201 – Scale Selection

Research Rockstar

Market Researchers with some survey design experience quickly learn that scale choices are a critical part of the process. The choice, wording and formatting of different scales can have a huge impact on a project's success. Are the scales too complicated? Are they precise enough to yield actionable information? Will they encourage honest, candid responses? Survey research has many forms of risk. Social desirability issues, acquiescence bias, extreme response bias, and even just boredom, are all issues. Learn to mitigate the risks by being aware of many scale options, wording choices and formatting tips.

This power program covers various ranking and rating scales, including Likert, semantic differential, constant sum, and more. The class also delves into decisions related to the choice of even versus odd scales, number of points (5? 7? 10? 11?), and related topics. The instructor will also cover scale selection considerations for both online and telephone data collection.

Behavioral Economics for Market Research

Research Rockstar

High-profile books like Dan Ariely's *Predictably Irrational* and Daniel Kahneman's *Thinking Fast and Slow* have not only been business world blockbusters, but market research industry catalysts for change. Now more than ever, market researchers are aware that self-reported behaviors and emotions can be challenging to capture. In this class, market researchers will learn key behavioral economics (BE) concepts and how they apply to research methods and analyses. Can we researchers improve market research insights and mitigate market research risks by leveraging BE lessons? Yes!

This class will teach and demonstrate key BE concepts such as priming, framing, anchoring and loss aversion. In-class exercises will give students a chance to experience applying BE lessons first hand. The market research version of innovation isn't necessarily technology (though it can be). In fact, some of the most dramatic innovations in research right now are more about "thinking" than "doing." Key areas of innovation in how we think about research are coming from behavioral economics and related research on unconscious decision making. What are BE's implications for questionnaire structure and wording? How about for focus groups and IDIs? What are the implications for pricing research? Branding research? Find out in this workshop.

Selling With Influence

Paul Kirch, CEO, Actus Sales Intelligence

Selling with Influence - How can you get executives, colleagues, customers and others to buy into your ideas, support them, and implement plans and strategies successfully? If you believe in a top-down sales strategy, it all starts with developing your influence skills.

Effective Follow Up Strategies - How do you follow up without being intrusive? How do you capitalize on business cards you collect? What's the process for converting that initial exchange into a relationship? How often should you reach out to someone who is unresponsive? Learn the answer to these questions and more, in this session designed to make the follow up process simple, effective and engaging. You'll not only learn strategies that work, but you'll develop an understanding of areas many people fall short.

Questioning Skills - Successful salespeople ask more and better questions than average sellers. This session is designed to generate a list of effective questions for your sales situations and leverage a role play activity to put these questions to the test. Learn key question types used by successful sales professionals and how to implement them.

High-Value Selling - To be an effective sales professional, you must learn to sell on value, not price, and utilize all the sources of value that their company, products, and services can provide to customers. The ability to sell on value creates some objective reasons for the customer to select your company rather than one of your competitors. In other words, differentiate you or your brand. This can help you win new business and protect your existing relationships.

Networking at the Conference - If you struggle to create a return on investment (ROI) with exhibiting or networking at industry events, then you need to attend this session. You'll learn effective strategies for collecting more leads, as well as techniques for converting those leads into wins, thus driving a true ROI from your conference investment. From developing a pre-plan to building a next-step focus, event-based sales efforts can drive incredible results.



ISC is presented in four educational tracks: **The Future** includes trends, front-end innovation, early stage concept development and new approaches emerging over the short and long term. **Consumer Insights** includes shopper insights, positioning, developing and accessing brands, engaging and impacting the in-store/at-shelf experience and storytelling. **Specialty Research** includes B2B, secondary research-on-research and industry-focused research. **Tech Demos** are sponsored sessions for MR technology, software and other innovations. MRA has partnered with the QRCA – the Qualitative Research Consultants Association – to curate qualitative sessions for each track.

JUNE 2, 2015

9:00 AM to 4:00 PM

See previous page for descriptions.

ON-SITE TRAINING

*Optional All-Day Course:
Online Qualitative
Research Methods*

*Optional All-Day Course:
Behavioral Economics for
Market Researchers*

*Optional All-Day Course:
Questionnaire Design 201 –
Scale Selection*

*Optional All-Day Course:
Selling with Influence*

JUNE 3, 2015

8:30 AM to 7:00 PM

Registration

12:30 PM to 1:00 PM

Membership Meeting & Awards

1:00 PM to 2:00 PM

OPENING KEYNOTE

Better & Faster

Jeremy Gutsche, CEO, TrendHunter.com
What great ideas are so close within your grasp? There are hidden patterns and clues that could lead you to your full potential, sooner. TrendHunter.com CEO Jeremy Gutsche will make you BETTER by teaching you how to overcome evolutionary traps that block innovation. Then, it will make you FASTER by teaching you *six patterns of opportunity* – repeatable shortcuts that you can use to find better ideas, faster.

2:15 PM to 2:45 PM

THE FUTURE

*ConsumerCam: Better
Point of View Recording for
Breakthrough Insights*

Julie Knox, CEO, Jigsaw Research USA
Alex Johnston, Research Director, Jigsaw Research USA

Adapting as a leader in the new world. Cutting through the status quo. Challenging existing paradigms and enabling change. Subconscious bias and what to do about it. More authentic picture of people and why they behave the way they do. Behavioral economics. Observation with minimal disruption. Avoidance of over-rationalization. Design, fieldwork, analysis and presentation of recommendations.

It's time to do research that cuts through the status quo to challenge existing paradigms and enable change. State of the art video and audio recording glasses help us get closer to behavior to identify System 1 biases and mental shortcuts in a retail environment.

TECH DEMO

Sponsored Session

CONSUMER INSIGHTS

Access to Knowledge

Dawn Cunningham, Chief Insights Officer, 3M

Brooks Pettus, CEO, 24tru/Qualvu
Research intelligence. Enterprise-wide sharing and curating. Editing, sharing and extending existing and new insights. Leveraging video and documents. Storytelling. The future.

Most marketing research databases are PowerPoint graveyards, but they don't have to be. Learn to give your marketers and researchers access to intuitively find the documents, images and videos they're looking for, ask questions of your current data and create new conversations about existing knowledge.

SPECIALTY RESEARCH

I. Can't. Understand. You.

Annie Pettit, Ph.D., Chief Research Officer, Peanut Labs

Rethinking of standard data quality measurements. Writing better surveys that lessen the deletion of valid opinions. Design of well written, easy to understand surveys with "human being" questions. Data quality tools that don't unfairly target non-English speakers. Making data more generalizable and valid. Treating the opinions of non-English speakers with the same respect and importance as English speakers.

We've created many data quality techniques to identify people who are deliberately providing poor quality data. But what happens when these techniques eliminate non-English speakers who have valid opinions, but a harder time understanding survey questions? It's time to stop deleting survey data from non-English speakers and start writing surveys that produce higher quality data, inclusive of a more diverse audience.

2:45 PM to 3:30 PM

Expo Break

3:30 PM to 4:15 PM

THE FUTURE

Preparing for the 2025 Consumer

Lisa Joy Rosner, CMO, Neustar, Inc.

Big data. The Internet of Things (IoT). Consumer connected devices. Non-intuitive insights. Predicting, understanding and preparing for buying and other behaviors of tomorrow's consumer. Trends, trends and more trends. Emerging technologies. First- and third-party audience data.

In 2025, Virgin Media predicts data produced by humans will explode to a staggering 100 zettabytes – that's the equivalent of 36 billion years of HD video. The platforms supporting future marketers are turning out non-intuitive insights enabling them to more successfully identify patterns and inform strategies. Learn to understand the consumer of tomorrow, today.

TECH DEMO

How to Measure Implicit Associations That Influence Consumer Decisions and Behavior

Paul Conner, CEO, Emotive Analytics

Learn and take control of DIY. Scientifically measure implicit thoughts and feelings driving consumer purchases. Go beyond traditional techniques.

Recent developments, including Kahneman's work involving System 1 and System 2 processing, have shown that implicit feelings about brands and marketing strongly influence consumer behavior. But how do you measure that? In this session, Paul Conner lays the foundation for implicit association measurement techniques and demonstrates how to build them into online surveys. Conner presents IE Pro YOU™, an automated, online implicit association measurement system that companies can use to design and conduct their own implicit studies in "do-it-yourself" fashion.

CONSUMER INSIGHTS

QRCA: Apples for Oranges: How Trade-Offs Drive Consumer Decision Making

Tom Rich, President, Thomas M. Rich & Associates

Tradeoff analysis model. Intuitive understanding of consumer decision-making. How products and brands create value. How tradeoff analysis as a tool can be employed during the design, field and reporting stages of the quantitative and qualitative research process.

In this session, understand how your brand creates utility, and how tradeoff analysis can be a powerful model for understanding consumer decision-making.

SPECIALTY RESEARCH

Stories Worth Sharing: NBC Universal's Three-Part Research Series

Carmen Bryant, Director, NBC Universal

Gaining entry with clients. How to be a thought leader. Leveraging resources. Efficiency and flexibility conducting MR. Getting the most value. Deeper client partnerships. Increased revenue.

Storytelling. Mixed methodological and ongoing approach.

Inspire your clients and colleagues with research stories they'll remember and share. This research publication helped NBCUniversal 1) showcase how well they understand their audience and 2) find a unified voice to talk with partners about how to leverage the breadth of their portfolio. This strategy could be working for you, too.

4:25 PM to 5:25 PM

KEYNOTE

"Good Enough" – The Myth of 70% Emotive Accuracy

Dan Hill, CEO, SensoryLogic

Emotions drive action. For business metrics from recall to call-to-action motivation as well as persuasion, satisfaction and loyalty, gaining emotional traction determines the outcome. How can it be otherwise given that the older, more densely wired emotional part of the brain sends 10x more data to the rational brain than vice versa? People don't think their feelings; they feel them.

Learn how to apply facial coding as a research tool to help clients' lower risks and optimize marketing, products and other business solutions. Facial coding enables us to scientifically yet non-invasively capture, quantify and analyze the emotions shown by consumers, executives, politicians, professional athletes, witnesses and others, thus ensuring the ability to address subtle points of possible resistance that keep clients from realizing their full revenue potential. And this can be applied to a variety of formats, including focus groups, individual interviews, mobile, experiential audits and online surveys.

Go beyond initial exposure reads by linking verbal input to emoting related to messaging, brand equity and purchase intent, ultimately ensuring the best, hands-on delivery of actionable insights rooted in emotional data.

5:30 PM to 6:30 PM

Expo Reception

6:30 PM to 8:30 PM

Opening Reception

JUNE 4, 2015

7:30 AM to 6:15 PM

Registration

7:30 AM to 8:20 AM

Breakfast

8:30 AM to 9:30 AM

KEYNOTE

Innovation, Technology and the Future of Marketing Research

Ashish Soni, Founding Director, USC Viterbi Engineering Startup Garage

This guy knows what's next. Even better, he knows how to make money by turning what's next in marketing research into a successful business. USC Professor Ashish Soni is steeped in Silicon Valley's technology start-ups – many of which are or will affect the market for marketing research.

Soni says that there are several skills driving innovation. The first is mindset. Business leaders have to inventory problems and pain points, as these often are the seeds of great businesses. The second is to be self-aware of your skills, strengths, weaknesses, network, access to resources, etc. The third is risk tolerance and the "affordable loss principle," requiring you to consider how much money you're willing to lose if you fail. Combined, skills two and three help you identify which route to take and where the probability of success is highest. The fourth is process analysis, which will give you the greatest odds of success, and include market size, demand, management risk (technology, financial, talent), etc. Finally, the execution, customer discovery, and design of a model to identify the key elements of the business are needed to drive innovation.

Innovation in the business of marketing research is not only possible, it's happening every day. With ISC attendees, keynote speaker Ashish Soni will share a road map of exactly how the best and brightest make innovation happen.



9:45 AM to 10:30 AM

THE FUTURE

Big Data and the Dawn of Algorithms in Everything

Dr. Morten Middelfart

Competing in the future. Trusting algorithms and machine learning as equal partners and allies in today's competitive environment. Balancing computing and human strengths. Taking the intersection of management and computer science to seek excellence in organizational leadership and management.

Decision making is becoming increasingly algorithmic as opposed to human discovery driven as a consequence of harnessing the power of Big Data. The only way to compete in the future will be to understand and balance computing and human strengths.

TECH DEMO

Sponsored Session with Ashish Soni

As a follow-up to his keynote session, spend additional time with USC professor Ashish Soni in a more intimate setting. Sponsored by Quester.

CONSUMER INSIGHTS

QRCA: Using Online Communities to Build a Deep Customer Understanding

Jane Mount, PRC, President, Libran Research & Consulting

Tom Muraoka, Senior Manager, Customer Research, CVS Health

Gathering qualitative shopper insights. Online communities. Cost effective options. Inspiration for seeking deeper, more empathetic understanding. Increasing loyalty. Creative solutions to traditional research needs. Most efficient ways to work with providers.

In this session, find out how CVS Health uses online communities to forge a deeper level understanding of their customers. The techniques used harness empathy, creativity and efficiency to gather real-time insights that benefit the larger organization - while increasing customer loyalty.

SPECIALTY RESEARCH

Phone Research: Insanity or Competitive Advantage?

Mary McDougall, CEO, CFMC Survox

Strategic value of phone-based research. Multi-mode approach, i.e. Web, in-person, mobile, IVR. Cost comparison. Managing research budgets. Richer insights. Always-on digital generation. Under-represented demographics. Technology barriers. API. Analyzing data from a single repository.

Technology barriers are coming down and researchers should once again consider the strategic value of phone research to reach seniors, minorities and other vital segments. Even with the high costs of cell phone dialing, phone-based research can fit budgets with a multi-mode approach. Learn how you can reduce weighting, speed up results, meet budget and deliver better insights.

10:30 AM to 11:15 AM

Expo Break

11:15 AM to 12:00 PM

THE FUTURE

Big Data For Small Business: How To Implement Data Driven Decision Making

John Crockett, Vice President - Digital Innovation & Data Management, Environics Research Group

Demonstrating how Big Data will be used. Going beyond articulation of why it's important to MR's future. Relying, in part, on information technology experts from outside the industry. Leveraging cross-industry perspectives to build innovative approaches. Combining approaches to provide context and clarity. Finding appropriate applications for Big Data in MR.

Client needs are changing rapidly, leaving teams of researchers struggling to unlock the power of enterprise analytics without enterprise-sized investments. With our presentation, attendees will learn the keys to implementing Big Data analytics no matter how big their organization is.

CONSUMER INSIGHTS

Impressive Onboarding: How Verizon Delights New Customers

Steven LaGueux, Manager of Marketing Research, Verizon Wireless

Jennafer Stahl, Vice President, Research & Insights, Invoke Solutions

Onboarding research. Talking to customers. Efficient methodologies for quickly speaking with customers across the country. Creating a sense of consumer empowerment beyond that of being a source of revenue. Positive effects of gathering and sharing customer feedback. Enabling fast reaction to insights and adjustments to campaigns.

Research is essential to refining content and customer targeting to make messaging efficient and effective. Without it, Verizon would have continued to spend millions of dollars on onboarding communications without an informed roadmap, and they couldn't have achieved their intended effect of reducing calls to their Customer Service group and increasing customer satisfaction through onboarding. Find out how insights help Verizon optimize onboarding email content and delivery schedules to begin customer relationships on a positive note.

TECH DEMO

Operationalize Your Data with Dapresy's Enterprise Feedback System

Rudy Nadilo, President, Dapresy

Automatic generation of specific action plans tied to research and marketing data. Survey results that instantly trigger action for management. Evolutionary technology for data delivery and enterprise action.

EnfesyTM feedback management technology provides the ability to take direct action on data in ways that were impossible just a few years ago. Imagine if you could get a survey result that automatically triggers an action for a manager to call a customer. Or have sales results notify marketing of a trending problem. EnfesyTM can operationalize data by automatically generating specific action plans tied to research and marketing data. All captured and monitored within the system, and easily reported across the enterprise.

SPECIALTY RESEARCH

The Use (and Misuse) of Empathy in Market Research

Tom Bernthal, Founder and CEO, Kelton Global

Inspiring researchers to own how and when empathy is deployed. Challenging the meaning of customer centricity and continuing to ask more from it. Benefits and shortcomings of using empathy as a primary tool to bring customers into the decision making process. Diagnosing disconnects and how researchers communicate with stakeholders.

Empathy does incite results: richer data, ending decision making in a vacuum and catalyzing action. However, customer centricity is more complex; it requires an ecosystem that ranges from building customers into decision making frameworks to hiring specific skillsets and mindsets. As industry momentum around this concept continues to rise, it's important to be aware of empathy's limitations and to dissect where and why empathy is helpful and harmful.

12:00 PM to 12:50 PM

Lunch

12:50 PM to 1:50 PM

KEYNOTE

Why Social Media "Likes" Say More Than You Might Think

Dr. Jennifer Golbeck, Director, Human-Computer Interaction Lab, University of Maryland

Do you like curly fries? Have you Liked them on Facebook? According to computer scientist Jennifer Golbeck, that is one of the strongest indicators of your intelligence. Wait, what? How is liking the page about curly fries such a strong indicator when the content is totally irrelevant to the attribute that's being predicted? Computer scientist Jennifer Golbeck will explain how Facebook (and others) can guess things about you based on the information you share through random Likes and Shares. This data's out there already. What will you do with it?

2:05 PM to 2:50 PM

THE FUTURE

After Omni-Channel: Preparing for Digital Context

Martie Woods, Lead Strategist, Thought Leadership, Stone Mantel

Stacey Symonds, Sr. Director, Consumer Insights, Orbitz

Influencing behavior. Applying unique and actionable principles to future digital strategies. Mobility and wearables. Sensors and the Internet of Things. Social media and advertising. Exploring the shift from omni-channel to digital context. Understanding expectations and how to define the digital consumer. Multi-step insight gathering. Connecting innovators and leaders with "outside" industries. Sharing new levels of insights not found elsewhere.

How well do you really understand digital consumers? How does 'queuing,' a foundational consumer-to-digital behavior, affect people's abilities to think and act? How is digital context different from traditional context? What are the implications of digital context and decision-making for mobility and wearables, sensors and the Internet of Things, social media and advertising, location-based tools? Explore the shift from omni-channel to digital context and consumer expectations for digital derived from a multi-step insight gathering process.

TECH DEMO

Breakout Session

CONSUMER INSIGHTS

How the Ticket Oak Got Naked

Christopher Daniels, Head of Consumer Insights & Brand Strategy, StubHub

Leveraging research. Brand differentiation. Segmentation. Discrete choice analysis. Concept testing. Focus groups. User experience. Consumer insights.

Over the past few years StubHub has created a holistic consumer insights function that enables alignment between marketing and product to build a strong position in its market. Learn how to do the same, from the user level to aligning with the long-term strategic needs of your organization.

SPECIALTY RESEARCH

QRCA: Documenting the Consumer Pulse through Social Media Research

Ricardo Lopez, President, Hispanic Research Inc.

Inspiring and completely different ways of viewing social media research. Gaining a competitive edge by offering and delivering on methods not standard in the research industry. Gathering multimedia social media insights. Assembling impactful presentations.

Learn how to gather multimedia SM insight without aggregators using advanced search techniques and sophisticated clipping, downloading, and tagging tools.

2:50 PM to 3:35 PM

Expo Break

3:35 PM to 4:20 PM

THE FUTURE

Branded Memory vs. Branded Experience

Samantha Moore, VP, Global Research Director, Ameritest

Ralph Blessing, Managing Director, Ameritest

Brand loyalty. Economic behavior in a dynamic marketplace. Types and meaning of memories and why measuring them is important to brands. Research that relies on visuals to tell a story. Monadic advertising testing using mainstream and proprietary techniques. Combining traditional (predictive) and futuristic research approaches.

Picture a world without the presence of brands like Apple, Google, Target and Coca Cola. Look pretty boring? We think so, too. Find out why measuring memory is important to a brand and precisely what it is that creates the brands consumers cherish as well as what kills brands that no longer are. A clue: quit defining your brand only by positioning statements and verbal descriptors and start exploring what can't be put into words.

TECH DEMO

Breakout Session

CONSUMER INSIGHTS

Best Practices for Data Visualization and Presentation Design

Kory Grushka, Partner, Work Design Group

Andrea Bingen, Consumer Insights Manager, Pepsico

Practical, effective (and ineffective) solutions and best practices for data visualization. Inspiring, engaging, dramatic and persuasive development of presentation design. Optimal tools in different contexts. Consumer insights.

Most of us feel we could do more to make our presentations persuasive and compelling. Start here, by learning effective and ineffective ways to orient and visualize your data sets and gaining practical solutions you'll be able to incorporate into your work on a day to day basis.

3:35 PM to 4:20 PM

SPECIALTY RESEARCH

The Future of Music: Artists, Brands and Millennials

Yvette Quiazon, Global Ethnographer, whY-Q Inc.

Meredith Worrilow, Consumer Intelligence Manager, MediaVest

Looking for inspiration outside the MR industry. Social conversation. Brand risk-taking. Today's youth culture. Traditional and deep-dive, two-part ethnographic research. Procuring the right respondents and gaining their trust. Emotionally connecting with consumers.

Changes in the way music is consumed mean savvy artists are involved in more than music. Brands have opportunities to partner with artists for the benefit of each - if they do it right. MediaVest and whY-Q? mined for universal insights and tips for a successful, authentic and mutually beneficial partnership between brands, music and consumers.

4:30 PM to 5:15 PM

THE FUTURE

QRCA: Ask the Right Questions to Create Smarter Hybrid Projects

Katrina Noelle, Founder, KNOW Research

Janet Standen, Director, Strategic Insights

Evaluating new qualitative platforms. Harnessing the power of technology in the right way. Incorporating the right new methodologies. Knowing what tools to use and when. Managing expectations. Understanding limitations. Making smarter decisions.

Keeping up to speed with innovation, writing the best research brief and asking the right questions can help you make the right decisions as a research buyer in the fast changing world of new qual. We'll provide you with some answers on creating cost and time efficient qualitative hybrid designs for best results.

TECH DEMO

Breakout Session

SPECIALTY RESEARCH

Branded Entertainment? We've Got a Stat For That!

Dr. Raymond Pettit, Chief Analytics Officer, Rentrak, Inc.

Expanding the measurement of media value. Integrated media weights for audience measurement. Looking beyond the traditional method of copy testing. Advanced editing and markup software. Behavioral economics. Creating a time series dataset. New developments in data collection and Big Data analytics. Looking outside MR (i.e. engineering, technology and science).

Companies are thinking beyond traditional TV advertising and investing in branded content; research has to keep up. Find out how the ad and brand integration impact for the Olympics for eight major global sponsors was measured using advanced analytics and engineering principles.

CONSUMER INSIGHTS

Mobile UX Testing: I Think I'd Click Here?

Ashley Bilko, Market Research Manager, Transamerica

Shelli Boydston, AVP, Market Research Center, Transamerica

Mobile user experience testing. Product development. Developing and launching new mobile websites (without relying on assumptions or old best practices). Protecting brand image. Overcoming initial product development adversity. Deflecting negative outcomes inherent without the benefits of user testing. Saving time and money. Multi-mode, including reflector technology. Collaborating with various internal resources.

The best cure is prevention! Bad user experiences are destroying brand images and costing companies millions. In this presentation, Ashley Bilko and Shelli Boydston will tell you how UX testing made this product launch a huge success.

JUNE 5, 2015

7:00 AM to 11:00 AM

Registration

7:30 AM to 8:20 AM

Breakfast

8:30 AM to 9:30 AM

KEYNOTE

Demographic Shifts Are Moving Your Markets

Joel Kotkin, Internationally-recognized authority on global, economic, political and social trends

In the past ten years, market researchers have been bombarded with numerous changes in technologies and methodologies that have been geared to assist them in tying together actual consumer behavior with the consumers expressed attitudes. As the market research profession has been busy deciding which of these technologies and methodologies is best suited for them and their clients, there also have been massive changes in the dynamics of population and class in not only the U.S. but across the globe.

To help us understand what the impact these changes will have for marketing researchers, we've invited the internationally-recognized

demographer and authority on global, economic, political and social trends, Joel Kotkin.

Kotkin will be presenting key findings from research he has conducted solely for MRA and those attending ISC, as he will specifically address key demographic shifts that will have significant impact to the marketing research industry.

Did you know that Jacksonville and Baltimore are the two hottest locations for those wishing to conduct Hispanic market research? Or that Pittsburgh is an ideal location for reaching highly educated consumers? Do not miss the chance to hear these exclusive findings from one of the world's leading population experts, as well as his vision on how the nation's population and various merging social communities will evolve over the next four decades.

9:45 AM to 10:30 AM

THE FUTURE

Adobe: The 5 Most Disruptive Trends in Technology for 2015

Mark Asher, Head of Market Intelligence & Strategy, Adobe Systems, Inc.

Disruption. New devices and platforms. Making sense of data. Privacy and regulatory concerns. Rethinking traditional strategies. The consumer/brand relationship.

Bandages that monitor your baby's vitals. Connected homes that monitor your marriage's health. Learn how new devices and data platforms will impact our lives and fundamentally change the relationship between consumers and brands, forcing marketers to rethink their traditional strategies as they consider how to exploit these new technologies.

TECH DEMO

Breakout Session

CONSUMER INSIGHTS

What Are Insights Without Behavior Change?

Alison Birnbaum, LCSW, Partner, ShrinkWrap

Behavioral insights and neurobiology. Tapping into an undifferentiated brand's target primal motivations to change behavior, generate incremental volume and win praise. Illustrating the difference between "true but useless" insights and

those with the potential to affect behavior. Focusing on less cognitive aspects of consumer decision making. Triggering visceral experiences. Capturing insights that are more effective in the marketplace.

Many insights, while true and resonant, are useless in triggering behavior change. Instead we need to find the target's primal motivators, the insights that have the power to overcome the barriers to the behavior you are trying to affect. This is what makes insights actionable; let's shift the paradigm from "consumer insight" to "behavior change triggers."

SPECIALTY RESEARCH

Online Mega Groups: Up Close and Personal

Carol Wilson, CMRP, Director of Player and Customer Insights, GTECH

Online mega focus groups with webcam. Surveying panelists. Real time polling. Entertaining and putting on a show for players (respondents). Getting to really know your panelists and letting them get to know you. Creating low churn by eliminating the label of "another faceless panel" (which respondents traditionally quickly tire of). Including special guest appearances by verbatim facilitators to manage data overload.

Want to really engage your panelists? Put on a show! The secret sauce is made up of one entertainer, one conductor, one gatekeeper and webcams for two of the three. There are many panels and people leave a panel quickly if they do not feel engaged and rewarded. Decrease churn by upping the fun and letting your panelists get to know you.

10:30 AM to 11:30 AM

Expo Break

11:30 AM to 12:15 PM

THE FUTURE

QRCA: Harness Emotional Insights in Two-Dimensional Online Research

Emily Prozeller, Research Director, C+R Research

Leverage online qualitative research (discussion boards, mobile, webcam IDs, media, etc.) to explore consumer emotion. Learn interesting tricks and creative fodder for uncovering sentiment across topics.

How do you get real, authentic and emotional feedback from two-dimensional interactions? Learn to generate personal exchanges and uncover intimate consumer emotions online.

TECH DEMO

Breakout Session

CONSUMER INSIGHTS

The Power of Insight Reviews

Kelly Goto, Principal, Design Ethnographer, gotoresearch

Insight reviews. Capturing insights at varying levels. Ideating long-term innovation strategies. Utilizing mixed UX research methods nationally and globally. Behavior driven personas and experience maps. Relevant, meaningful and seriously taken research. Empowering research teams to utilize skills, thus allowing iteration and integration into the product cycle. Gaining creative and deep insights. Producing deliverables that merge qual and quat data in visually impactful ways.

New methods of UX research enable rich insights not possible through traditional market research. Learn how this new type of real-time longevity study will inform and prioritize your product vision.

SPECIALTY RESEARCH

Research on Research: Creating Real Business Impact

Manila Austin, Ph.D., VP, Research, Communispace

Addressing the most common barriers and strategies for making an impact. Exploring critical impact barriers and sharing client success stories. Evoking emotional content from consumers. Creativity sharing and applying consumer insights with business stakeholders. Winning by complementing data through consumer relationship building (not collecting the most data). Infusing organizations with inspiration. Building empathy for customers' reality. Driving front line and strategic action.

Research on research reveals the best tactics to motivate stakeholders and provoke action. What practical strategies drive results? Interviews with customer-centric executives from Fortune 500 companies guide new best practices and a rethink of the role and purpose of the consumer insights function.



You always learn more on the playground anyway.

While formal presentations provide structured learning, being face-to-face with like-minded practitioners still is the most efficient and effective way to learn from the experience of others.

Be part of a warm and inviting research community. Spark creativity by immersing yourself in new ideas, skills and innovations with your peers at ISC.

Expo Breaks (4)

Share your problems. You'll get solutions. Education continues through ISC's 50+ exhibitors who offer a wealth of experience through their work with others - which may just benefit you! These brainiacs could serve as your trusted partners, offering products and services to optimize the development of marketing research insights and strategies. All you have to do is ask.

Insider tip: Exhibitors on the last day of a conference can be the best possible people to talk to. They're relaxed, helpful and creative, offering suggestions to anyone who stops by. Also, they're low key and low pressure, as they've seen most everyone already and are happy campers. So go ahead. Stop by and say hello!

Expo Reception

Drinks will be served, conversations will flow, innovation will happen. Join us for the Expo Reception as we begin to wind down Day One at ISC!

Opening Reception

This is the big party, with an open bar, lots of food and hundreds of the best and nicest researchers you'll ever meet! Situated on a spectacular balcony overlooking San Diego Bay, the Expo Reception will roll right into the Opening Reception - a traditional favorite, where you can have dinner, share insights learned on Day One, and relax with friends.

Breakfast (2)

Free bacon! (etc.) We're not fruit-and-bagels people. It'll be the full spread, if you don't sleep in.

Lunch

The full deal, a relaxed sit-down lunch between sessions. No cold cuts here, as you need a lot of power to make it through the day. Grab a lunch partner and a seat and we'll serve you!



REGISTER

YOUR REGISTRATION INCLUDES

Breakfast Thursday and Friday morning, lunch on Thursday, all expo breaks, expo reception ticket, and opening reception ticket. You may buy a guest ticket for the receptions when you register for the conference.

Pricing

\$1599	Member
\$1799	Non-Member
\$1974	Non-Member + ½ price MRA membership

June 2 all-day training courses: \$499 per student fee. A \$150 bundled discount will be credited when you register for both ISC and one course.

Send more than one team member to ISC and get a discount (who doesn't love a discount?). Pay full price for the first person, receive 15% off your second registrant and 20% off registrants 3 and up. Be sure to register everyone online at the same time for the discount.

REGISTER AT ISC.MARKETINGRESEARCH.ORG



THE HILTON SAN DIEGO BAYFRONT

No other San Diego hotel can compare to the elegance and sophistication of the Hilton San Diego Bayfront. Steps from downtown's Gaslamp Quarter and PETCO Park and minutes from San Diego Airport, this beautiful San Diego hotel offers the finest amenities and lays the best of the city at your doorstep.

Conference Rate is \$260.50 and the reservation deadline is May 11, 2015.

Go to ISC.MARKETINGRESEACH.ORG/VENUE or call 619.564.3333 to book your room.

MRA ISC

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