



Best.

Program.

EVER.

*"Innovative topics, inspiring speakers and real-world successes will help you better develop your own powerful insights."*

CRC CO-CHAIR BRETT TOWNSEND  
PEPSICO INSIGHTS

**CRC2016**

THE CORPORATE RESEARCHERS CONFERENCE  
SEPTEMBER 26-28, 2016 IN SAN FRANCISCO  
[WWW.MARKETINGRESEARCH.ORG/CRC2016](http://WWW.MARKETINGRESEARCH.ORG/CRC2016)



CRC is  
**for you**



IF YOU DEVELOP  
**MARKETING  
INTELLIGENCE,  
ANALYTICS, INSIGHTS  
AND STRATEGIES TO  
PROMOTE BRANDS,  
PRODUCTS, SERVICES  
OR IDEAS, CRC WAS  
DESIGNED FOR YOU**

CRC'S WORLD-CLASS EDUCATION HELPS YOU WORK  
SMARTER WHILE A JUST-RIGHT ENVIRONMENT AND  
NETWORKING PROVIDES SUPPORT TODAY AND TOMORROW

FOR PROGRAM DETAILS, TO REGISTER AND MORE:  
[WWW.MARKETINGRESEARCH.ORG/CRC2016](http://WWW.MARKETINGRESEARCH.ORG/CRC2016)

**CRC2016**

# Keynote Speakers



## **KELLY LEONARD** THE SECOND CITY

Producer/Director Kelly Leonard tells backstage lessons from his decades at The Second City so that you can learn how to transform your business with innovative strategies, including — the power of replacing “No, but...” thinking with “Yes, and...” thinking; embracing and using failure; and co-creating something out of nothing using time-tested tactics.

## **KAY NAPIER** ARBONNE INTERNATIONAL

As an executive for Arbonne International, Procter & Gamble and McDonald's, Kay Napier has been a champion of transformation, tapping hidden potential, as well as the power of positivity even in the face of the most challenging situations. As CEO of Arbonne, she will illustrate how she has used research and analytics to consistently build her business.



## **BV PRADEEP** UNILEVER

A key executive among the team of 600+ researchers at Unilever, BV Pradeep helps lead insight professionals in 40 countries. How businesses communicate with customers must change, he says, not only through marketing, but also through research. “We need to ask fewer questions and instead observe more to better find out why people do what they do.”



## **GAIL GALUPPO** AFLAC

Aflac Chief Marketing Officer Gail A. Galuppo will share her perspective on how research and analytics — she is Aflac's primary internal research client — help her promote the brand, products, services and ideas of the largest supplemental insurance provider in the United States...as well as how the Aflac duck earned his own YouTube channel.

## **BABA SHIV** STANFORD GRADUATE SCHOOL OF BUSINESS

Stanford Marketing Professor Baba Shiv is an expert in neuroeconomics, which he says holds surprising answers as to how people make decisions. Shiv studies the neurological underpinnings of decision-making, management, and motivation and will share his findings so that researchers can become more exemplary leaders and more effective agents for change.



## **JOHN BOYD** AUTHOR OF *THE ILLUSTRATED GUIDE TO SELLING YOU*








The author of *The Illustrated Guide To Selling You* explains the five steps of “Intra-Preneurship,” revealing how you can drive innovation in your organization by empowering other employees to act like entrepreneurs.



# Sessions

## CR-Only

MONDAY SEPTEMBER 26, 2016

8 AM 6 PM	REGISTRATION
9 AM 10 AM	 <b>CR-ONLY KEYNOTE: 'INTRAPRENEURSHIP' – 5 STEPS TO INNOVATION WITHIN AN ORGANIZATION</b> JOHN BOYD, AUTHOR OF THE <i>ILLUSTRATED GUIDE TO SELLING YOU</i> To get serious about innovation, first realize that great ideas can come from anywhere. Employees can become entrepreneurs within your organization and drive innovation, but only if empowered to do so. When employees become 'intrapreneurs,' both they and the organization benefit.
10:10 AM 10:55 AM	 <b>CR-ONLY SESSION: INSIGHTS ON A BUDGET</b> JON DELORD, LEGENDS HOSPITALITY & MARKETING How do you deliver the insights your company demands when money is an object? Whether your budget is large or small, learn creative ways to make every dollar count.
	 <b>CR-ONLY SESSION: APPLYING INNOVATIVE TECHNOLOGIES TO MEASURE EMOTION</b> MICHELLE ADAMS, PH.D., MARKETING BRAINOLOGY The future has arrived. Not long ago, measuring emotion was difficult and costly. But new neuroscience allows us to see what consumers are feeling like never before and the results will surprise you.
11 AM 11:45 AM	 <b>CR-ONLY SESSION: FROM CPG TO HEALTHCARE – CREATING A CONSUMER INSIGHTS FUNCTION FROM SCRATCH</b> DAVID SODERBERGH, SPECTRUM HEALTH One of the largest sectors of the economy needs market researchers. As radical changes continue in healthcare, healthcare providers must compete with other businesses and make tough decisions. They need data. They need insights. They need us.
	 <b>CR-ONLY SESSION: BEYOND BUZZWORDS – UNCOVERING MEANINGFUL INSIGHTS FROM YOUR CONSUMERS</b> MARGARET MCGILL, GRAVITYTANK What if your buzzwords mean different things to you than they do to your customers? Get past jargon and learn truly effective messaging by embracing consumers' definitions of powerful buzzwords.
11:45 AM 12:45 PM	 <b>CR-ONLY LUNCH: BRIEFING ON THE SPECIAL EVENT TO FOLLOW...</b> ROSE KAUR, JESTER&GENIUS; PADMINI SHARMA, JESTER&GENIUS & BRETT TOWNSEND, PEPSICO
12:45 PM 5 PM	 <b>CR-ONLY SPECIAL EVENT: A SAN FRANCISCO BRANDING EXCURSION</b> ROSE KAUR, JESTER&GENIUS; PADMINI SHARMA, JESTER&GENIUS & BRETT TOWNSEND, PEPSICO To tell the best brand story, you must incorporate all the little insights about that brand and translate them to ring true to customers. Polish those skills in this collaborative branding exercise on behalf of San Francisco.

# Everyone

5 PM 6 PM	 <b>KEYNOTE: FIGHTING FOR THE FRONT END OF INNOVATION: TALES FROM THE SECOND CITY</b> KELLY LEONARD, THE SECOND CITY Kelly Leonard is a 30-year veteran of renowned comedy theater The Second City as well as author of the acclaimed book <i>Yes, And</i> . In this kickoff keynote, Kelly illuminates how corporate researchers can transform their businesses using strategies taken from comedy and improvisation. (Sponsored by Dapresy)
6 PM 8 PM	WELCOME RECEPTION WITH 100s OF FRIENDS AND 50+ EXHIBITORS

# TUESDAY SEPTEMBER 27, 2016

7:30 AM 6 PM	REGISTRATION
7:30 AM 8:15 AM	HEARTY BREAKFAST
8:15 AM 8:30 AM	 <b>AWARDS PRESENTATION</b> DAVID W. ALMY, MRA; BRETT TOWNSEND, PEPSICO; TIM HOSKINS, QUESTER & SCOTT BAKER, PRC, SCHLESINGER ASSOCIATES
8:30 AM 9:30 AM	 <b>KEYNOTE: REINVENTING RESEARCH FURTHER</b> BV PRADEEP, UNILEVER How businesses communicate with customers must change, not only for marketing, but also for research. Fewer questions and more observation are needed to understand not what people do, but why. Join award-winning insights leader BV Pradeep to learn more about shifting focus from how data is gathered toward what we do with it.
9:45 AM 10:30 AM	 <b>A NEW EXPERIENCE CURRENCY FOR A CHANGING MARKETING ECONOMY</b> CATHERINE RICKWOOD, MESH THE EXPERIENCE AGENCY & CAROLINE SMILEY, DELTA AIR LINES  New experience metrics are taking over from old, outdated marketing metrics like 'Share of Voice.' Come see how Delta Air Lines is using the remarkable predictive power of 'Experience Metrics' to inform their marketing.
	 <b>WHAT IS A GOOD EXPERIENCE REALLY WORTH? USING CONJOINT ANALYSIS TO QUANTIFY THE VALUE OF CUSTOMER SERVICE</b> WAYNE HUANG, TWITTER & JOHN MITCHELL, APPLIED MARKETING SCIENCE (AMS)  On the cutting edge of research, Twitter has put a twist on a time-honored classic. Using conjoint methods in a new way, they have quantified how customer service affects willingness to pay.
	 <b>ZUCKERBERG, DISNEY, BONO, &amp; ME.</b> GWEN ISHMAEL, MARKET STRATEGIES INTERNATIONAL As a consumer, each of us is a Lead User, Creative, Early Adopter or Brand Advocate. These groups form naturally around shared preferences, which can spell gold for marketers . . . and for market researchers. Which one are you?
	 <b>PLAY POSITIVE POLITICS WHILE NAVIGATING CHANGE</b> ANDREW LADD, TRIBUNE PUBLISHING (NOW TRONC, INC.) Researchers today must be savvy and thoroughly plugged in to their organizations business needs. How else can we help our organizations accept and apply research findings? With actionable tips pulled directly from a company in flux, this presentation will help you traverse dangerous waters and even capitalize on change.
9:45 AM 11:15 AM	 <b>SECOND CITY WORKSHOP PART 1: INFLUENCING THROUGH STORYTELLING...HAVING INSIGHTS IS ONLY THE BEGINNING</b> COLLEEN MURRAY, SECOND CITY TRAINING CENTER & SECOND CITY WORKS How can you tell great stories? In this 3½ hour workshop, take from The Second City's communication expertise in comedy and improvisation to help you create compelling marketing through great research.
10:30 AM 11:15 AM	EXPO/NETWORKING BREAK
11:15 AM 12 PM	 <b>WHY MARKET RESEARCHERS ARE INSANE, AND HOW TO CURE OURSELVES</b> STEVE SEIFERHELD, SWEDISH MATCH Want to conduct research that best emulates real life? Come see how to get of the hamster wheel that is 'same old' research. Embrace innovation . . . and regain your sanity!
	 <b>GAME CHANGER: PREPARING FUTURE CORPORATE INSIGHTS LEADERS</b> CAROL SHEA, INSIGHTSCENTRAL What can each of us — from veteran directors to newbie analysts — do differently to get heard, get respect, and elevate the voice of the marketplace in decision making?
	 <b>DATA-DRIVEN SELLING</b> LAWRENCE COWAN, CICERO GROUP & MICHAEL LAURITZEN, PH.D., VIVINT  Without the right data, it's easy for sales teams to fall back on tired methods . . . and fail to achieve their potential. Come see how Vivint used predictive modeling to achieve breakthroughs in selling.
	 <b>CUSTOMERS INCLUDED: BRINGING CUSTOMER INSIGHTS TO DESIGN THINKING AND INNOVATION ACTIVITIES</b> JENNA HAMMER & SHELBY MORITA-FOWLER, WELLS FARGO  Design Thinking is a powerful weapon that can revolutionize customer experience. Do you want to meet customer expectations or even exceed them? Learn how.
12 PM 1 PM	FOOD, GLORIOUS FOOD (I.E. LUNCH)

# TUESDAY SEPTEMBER 27, 2016

1 PM  
2 PM



## **BUILDING A WORLD-CLASS RESEARCH AND INSIGHTS FUNCTION**

BRETT TOWNSEND, PEPSICO; MARK KERSHISNIK, TRANSFORM STRATEGY PARTNERS, LLC; ROB STONE, MARKET STRATEGIES INTERNATIONAL; PRATITI RAYCHOUDHURY, FACEBOOK & JILL DONAHUE, NESTLÉ PURINA NORTH AMERICA



Building a world-class insights team requires finding talent, engaging stakeholders, deploying new technologies and a host of other factors. Four respected insights leaders tell you how it's done.



*Do you have specific questions for our panel? Email our moderator, Rob Stone, CEO, Market Strategies International and MRA Executive Committee member, at [rob.stone@marketstrategies.com](mailto:rob.stone@marketstrategies.com).*

2:15 PM  
3 PM



## **ENABLING BUSINESS GROWTH THROUGH GLOBAL QUALITATIVE RESEARCH**

MICHAEL ROSENBERG, J.P. MORGAN

Qualitative research is one of the most powerful insights tools available. But watch out when conducting global qualitative studies because there are serious pitfalls to avoid.



## **SWIMMING UPSTREAM: WHEN THE QUANT DOESN'T SUPPORT YOUR STORY**

CARRIE SEYMOUR, KOHLER CO.

Qualitative research shows that many consumers not only care about saving the planet, but also that they judge brands and companies based on their environmental efforts.



## **GETTING ON BASE! HOW TO GET TO FIRST BASE WITH CONSUMERS SO YOUR FINDINGS DON'T STRIKE OUT**

SUSAN FADER, FADER & ASSOCIATES & CINDY DURLAO, WRIGLEY



You've surely heard the old joke about what happens when you "assume." Well, assuming that what you mean and what your customers mean are the same thing can kill your research. Two MR veterans show you how to speak the same language as your customers.



## **AVOID RESEARCH AND ANALYTIC TRAPS WHEN PURSUING MULTICULTURAL INSIGHTS**

HENRIK CHRISTENSEN, MILLERCOORS & JERI SMITH, COMMUNICUS



In order to grow, it's essential for brands to reach out to multicultural markets, including the Hispanic market. But missteps are easy to make when advertising in new markets. Benefit from hard-won lessons shared by MillerCoors insights leaders.

2:15 PM  
4:15 PM



## **SECOND CITY WORKSHOP PART 2: INFLUENCING THROUGH STORYTELLING...HAVING INSIGHTS IS ONLY THE BEGINNING**

COLLEEN MURRAY, SECOND CITY TRAINING CENTER & SECOND CITY WORKS

How can you tell great stories? In this 3½ hour workshop, take from The Second City's communication expertise in comedy and improvisation to help you create compelling marketing through great research.

3 PM  
3:45 PM

EXPO/NETWORKING BREAK

3:45 PM  
4:15 PM



## **CONFESSIONS OF A PEOPLE WATCHER (I MEAN MARKET RESEARCHER)**

KINDLE PARTICA, THE HERSHEY COMPANY

Would you like to evolve past being merely the voice of the consumer to instead become the voice of reality? Would you like to help steer the course of your organization?



## **THE DISRUPTIVE FORCE OF CROWDSOURCED DATA**

SIMON CALLAN, FOURSQUARE

Hundreds of millions of users. Billions of data points. Crowdsourced platforms generate data in volumes we've never imagined. How do you make sense of it and turn it into meaningful, actionable intelligence?



## **THE ART AND SCIENCE OF SUPPLIER ENGAGEMENT**

GINA SCOTT, CITIGROUP

Suppliers are critical to many research projects, but there's both an art and a science to engaging with them. Get in on the unwritten rules and walk away ready to forge supplier relationships that will benefit you, them and your research.



## **VOC TODAY. AND TOMORROW. ENSURING YOUR VOC IMPACT KEEPS PACE**

W. TODD BROWN, EQUIFAX

How do you act as champion for the customer in your organization? Delivering VOC impact goes well beyond perfect PowerPoints and a compelling story and requires regular refinement along the way.

4:30 PM  
5:30 PM



## **KEYNOTE: HOW I USED RESEARCH AND ANALYTICS TO CONSISTENTLY BUILD A BUSINESS**

KAY NAPIER, ARBONNE INTERNATIONAL

Kay Napier has shepherded Arbonne, McDonald's, and Procter & Gamble through revolutionary changes. A champion of transformation and of tapping hidden potential, Napier will share her views on the value of research in an increasingly data-driven world.

5:30 PM  
6:30 PM

HAPPY HOUR IN THE EXPO

# WEDNESDAY SEPTEMBER 27, 2016

7:30 AM 4 PM	REGISTRATION
7:30 AM 8:30 AM	ANOTHER HEARTY BREAKFAST
8:30 AM 9:30 AM	 <b>KEYNOTE: NEUROSCIENCE AND THE CONNECTION TO EXEMPLARY LEADERSHIP</b> BABA SHIV, STANFORD GRADUATE SCHOOL OF BUSINESS Marketing research is all about understanding choices and neuroscience has revealed surprising, sometimes shocking, discoveries about how people make decisions. Doubt, motivation, number of options, and even time of day can all drive people to make different kinds of decisions and, to be a better leader or a better marketing researcher, it's critical to understand the influence of the emotional brain on choice. Neuroscience and neuroeconomics expert Baba Shiv has been featured on CNN, NPR, and Fox Business as well as in <i>The New York Times</i> and <i>The Wall Street Journal</i> .
9:45 AM 12 PM	 <b>BURKE INSTITUTE WORKSHOP: A RESEARCH ROAD MAP TUTORIAL – FROM DECISION TO RESULTS</b> DR. RON TATHAM, BURKE INSTITUTE Central to every manager's job is making decisions that increase value for their organization. Creating the information that informs those decisions while also mitigating risk is the end goal. Join Burke Institute expert Dr. Ron Tatham to examine the key steps to design, execute and analyze research studies to improve your results and increase your value.
9:45 AM 10:30 AM	 <b>DOG DAYS CONJOINT</b> ELIOT ROTH, CONSUMER INSIGHTS & MICHAEL STEVE, AINSWORTH PET NUTRITION  You may be very familiar with the power of conjoint, but you've never seen it quite like this. Come learn about a hybrid choices-based methodology used by the Rachel Ray dog food brand's research team to create unique, cost-effective and, most importantly, usable insights from a large set of data that were highly predictive of behavior.
	 <b>TAKE REPORTING TO A NEW LEVEL WITH DASHBOARDS</b> LILAH KOSKI, KOSKI RESEARCH & JAN VAUGHN, CHARLES SCHWAB  Getting results is one thing; reporting them is another. Dashboards are the new thing and, in this session, you will get strategic reasons to make the jump from PowerPoint or other reporting methods as well as practical tips on how to embrace dashboards successfully.
	 <b>A TALE OF MAXIMIZING RESEARCH INVESTMENT</b> MATTHEW WALKER, COX AUTOMOTIVE Killing two birds with one stone is always a good thing. We will discuss how we were able to design research to accomplish its intended, internal task while also serving another, external purpose for PR. Join us to learn the actionable discoveries and breakthrough thinking that made our project a success.
	 <b>HOW TO USE DO-IT-YOURSELF RESEARCH FOR DEVELOPMENT, MARKETING AND SALES</b> ERICA SHEFFIELD, ARBONNE INTERNATIONAL How can a mid-sized company use do-it-yourself research to inform product development, sales programs and marketing initiatives both quickly and cost-effectively? You will see from real case studies how DIY research helped guide a \$100 million brand to growth.
10:30 AM 11:15 AM	EXPO/NETWORKING BREAK
11:15 AM 12:15 PM	 <b>CLOSING KEYNOTE: AFLAC CMO GAIL GALUPPO</b> GAIL GALUPPO, AFLAC Aflac Chief Marketing Officer Gail A. Galuppo will share her perspective on how research and analytics – she is Aflac's primary internal research client – help her promote the brand, products, services and ideas of the largest supplemental insurance provider in the United States...as well as how the Aflac duck earned his own YouTube channel.
12:15 PM 2 PM	LUNCH AND EXPO GRAND FINALE
2 PM 2:45 PM	 <b>FROM STATS TO STORYBOARD</b> DAVE DECELLE, NETFLIX & TED FRANK, BACKSTORIES STUDIO  No question in the corporate research world can compete right now with "What story should we tell?" Join Dave Decelle from Netflix and Ted Frank from Backstories Studio to tackle this question and walk away with new ideas and new confidence in developing your own storytelling ability.
	 <b>MISSION INNOVATION: INCREASING SUCCESS FOR RISKY NEW ITEMS THROUGH DYNAMIC RETAIL LABS</b> TODD NEWMAN, BUMBLE BEE FOODS & JONATHAN TOFEL, MISSION FIELD LLC  Everyone talks about innovation, but it's important to remember that innovation comes with a downside – risk. You can mitigate risk without stifling innovation using Retail Lab methodology to test the strength of new ideas right within the consumer's natural habitat.



# WEDNESDAY SEPTEMBER 27, 2016

2 PM  
2:45 PM



## **PMRG: VOICE BETWEEN ANALYTICS AND MARKETING RESEARCH**

DIANA POHLE, GILEAD SCIENCES, INC.; MALLIKA ANN AMBAT, ACTELION & PAUL ALLEN, OLSON RESEARCH GROUP



## **"INTRAPRENEURSHIP" – 5 STEPS TO INNOVATION WITHIN AN ORGANIZATION**

JOHN BOYD, AUTHOR OF *THE ILLUSTRATED GUIDE TO SELLING YOU*

To get serious about innovation, first realize that great ideas can come from anywhere. Employees can become entrepreneurs within your organization and drive innovation, but only if empowered to do so. When employees become 'intrapreneurs,' both they and the organization benefit.

2:55 PM  
3:35 PM



## **MAPPING THE MILLENNIAL PATH TO PURCHASE – QUAL METHODS FOR RICHER STORYTELLING**

KELLY BOWIE, GUARDIAN LIFE & BRANDON SHOCKLEY, PLANNERZONE



Customer journey research helps you find those golden moments where customers engage with your brand. If your goal in research is richer stories about their journey to purchase, and especially if Millennials are of particular interest to you, we can help. Learn practical methods and strategies for unraveling the mysteries of Millennials – and other customer groups – as they go about their path to purchase.



## **A REFRESHINGLY NEW APPROACH TO BRAND GROWTH STRATEGY**

JILLIAN TIRATH, THE COCA-COLA COMPANY & RON HALVERSON, PH.D., HALVERSON GROUP



If you are interested in identifying growth opportunities for your brand, the insights experts from Coca-Cola have a treat for you. Their approach enabled them to quantify how universal life situations and core human moods and motives interact to influence how people think, feel and act. Learn from the best and leave with new ideas and inspiration for growing your own brand.



## **STRENGTHENING MR'S REAL AND PERCEIVED ROI**

ANDREW CANNON, GRBN; SIMON CHADWICK, CAMBIAR; SCOTT VON LUTCKEN, MERCK; BIANCA PRYOR, BRAINJUICER & BRETT TOWNSEND, PEPSICO

This panel discussion will present findings from recent studies into the future of insights. Take-aways from this session can help you, too, to increase your value within your organization by better measuring and highlighting the ROI for research.



## **FROM 'GUT' TO 'DATA': HOW UNDER ARMOUR'S INSIGHTS TEAM IS DRIVING DECISIONS THROUGH DATA IN A GUT-BASED COMPANY**

MINDY WEISS, UNDER ARMOUR

Under Armour has begun to integrate data into all aspects of the business by increasing the use of syndicated data throughout the organization. The insights experts who conceptualized and implemented this breakthrough program will discuss how and why it succeeded, the challenges they faced along the way and how their colleagues through the company can now use insights in their daily jobs.

3:45 PM  
4:30 PM



## **THE FUTURE IS NOW: LEVERAGING AI IN MARKET RESEARCH**

ANDREA JOSS, QUESTER & JOEY LU, COLGATE



Sometimes, the old methods just can't get the job done. At Colgate-Palmolive, researchers needed to explore demographics and life habits that would affect development of a new technology in ways not possible with traditional methods. Powerful findings and exciting ideas emerged from pushing the research envelope. Join us to learn more.



## **ARE YOU ASKING THE RIGHT RESEARCH QUESTION? HOW ASKING THE RIGHT QUESTION INSPIRED A REBRANDING**

DOUG FIELD, MSG NETWORKS & SUSAN KRESNICKA, TROIKA



Research begins with a question. Are you asking the right one? Come hear how asking the simplest of questions — what does it mean to be a fan? — inspired a sports network rebrand.



## **ADD QUAL TO QUANT FOR IN-DEPTH CUSTOMER DIALOGUES: GETTING THE REAL CONSUMER VOICE**

SAM HARAMI, EBAY & STEVE AUGUST, FOCUSVISION



Quant alone is not enough . . . but neither is qual. Both are needed to tell the full story, but they often don't work seamlessly together. In this presentation, eBay will introduce the Quant+Qual method – developed in collaboration with FocusVision's technology tools – that can revolutionize market research in a simple, cost-effective manner and create opportunities for faster and better insights.



## **THE FUTURE IS IN THEIR HANDS: THE NEXT GENERATION OF RESEARCH LEADERS**

JAYCE TREIBLE, ALBERTSONS COMPANIES; AMY SHIELDS, PRC, NICHOLS RESEARCH & ELIZABETH MERRICK, PRC, GOOGLE NEST



A new generation of marketing research leaders have emerged with different experiences, expectations and philosophies than the last. Although their influence has already been felt, the biggest changes are still to come. Learn directly from two of the industry's contemporary and 'next generation' researchers as they discuss their vision for the future alongside a 20+ year industry veteran.

FOR PROGRAM DETAILS, TO REGISTER AND MORE:  
[WWW.MARKETINGRESEARCH.ORG/CRC2016](http://WWW.MARKETINGRESEARCH.ORG/CRC2016)

# CRC2016

# Meet

# your peers

TEAMS OF UP TO 5 CORPORATE  
RESEARCHERS FROM NEARLY  
100 COMPANIES ALREADY HAVE  
REGISTERED FOR **CRC 2016**

**3M // AAA Club Alliance // ACI Worldwide // Aflac // Arbonne International // ArcBest Corporation // Bemis Associates // Blount International // Brother International // Buffalo Wild Wings // C Spire Wireless // Capital One // CareFirst BlueCross BlueShield // Cargill // Central Garden & Pet // Chubb // CIEE // Citigroup // Cleveland Clinic // Coca-Cola // Colgate // Comcast // CPA Canada // CUNA Mutual Group // Deloitte // Delta Air Lines // Delta Faucet // DuPont // eBay // Edward Jones // Equifax // Export Development Canada // Facebook // Federal Reserve Bank of Chicago // FedEx // Florida Blue // Foursquare // Freddie Mac // Gogo // Guardian Life // Health Care Service Corporation // Hyundai Motor America // IDEXX Laboratories // IEEE // Intuitive Surgical // J.P. Morgan // Jabil // Jack In The Box, Inc. // Kellogg // Kohler // McKee Foods // Medela // MillerCoors // Mutual of Omaha Insurance // Mylan Pharmaceutical, Inc. // NASCAR // National Association of Music Merchants // National Cattlemen's Beef Association // Nestle Purina // Netflix // Northwest Energy Efficiency Alliance // Owens Corning // Pacific Life // PBI-Gordon Corporation // Pepsico // REI // Richardson // Salesforce // Sidney Frank Importing Co., Inc. // SoCalGas // Sonoco // Spectrum Health // State Farm // Summit // Swedish Match // The Hershey Company // The Second City // the Wonderful company // Transamerica // Tribune Publishing now tronc, Inc. // Twitter // UCB Pharma, Inc. // Under Armour // Unilever // University of New England // USAA // Valpak Direct Marketing Systems, Inc. // Vivint Smart Home // Warner Bros. Entertainment // Wells Fargo // Wrigley**

WE'VE BEEN TRACKING WHY THEY'RE REGISTERING  
THIS YEAR, AND THEY'RE REPORTING THESE GOALS:

1. Learn about cutting edge research tools and techniques sans sales pitch
2. Network with corporate researchers and research/analytics providers to identify new and better ways to use research in a right-size environment
3. Establish agile research as a necessary step in the product/service development process from those who have done it
4. Hear from professionals in small and large teams how to overcome common challenges
5. Develop ideas for how to scale and evangelize research across your organization



# Register now

**\$799**

Corporate Researchers until August 19

**\$1499**

Research Supplier/Provider (MRA Member)

**\$1849\***

Research Supplier/Provider (Non-Member)

A Corporate Researcher registration includes six CR-Only sessions and lunch on Monday plus all other CRC keynotes, sessions and events. All other registrations includes 42 open keynotes and sessions, hot breakfast Tuesday and Wednesday morning, lunch on Tuesday and Wednesday, all Expo breaks, Opening Reception, and Happy Hour in the Expo.

CRC will be located at **The Westin St. Francis on Union Square**, a celebrated destination since 1904. Located in the heart of San Francisco on Union Square, it's a short walk from the Financial District, Chinatown and Moscone Convention Center. You'll be surrounded by exciting attractions, including shopping and theatres, and enjoy a cable car stop right outside the front door. The conference rate is \$335/night with a reservation deadline date of September 2, 2016. Visit [www.marketingresearch.org/crc-2016-hotel](http://www.marketingresearch.org/crc-2016-hotel) to reserve your room.



*Corporate Researcher: Individuals who are employed at an organization whose clients are internal. CRs are not involved in the sale of their research, analysis or services, and their work is not for sale or compensated or used outside of their organization. Includes individuals at non-profits and government agencies. Unsure? Call us at 202.800.2545 9 AM to 5 PM EST.*

*\*\*Non-Member rate includes one-year membership.*

FOR PROGRAM DETAILS, TO REGISTER AND MORE:  
[WWW.MARKETINGRESEARCH.ORG/CRC2016](http://WWW.MARKETINGRESEARCH.ORG/CRC2016)

**CRC2016**

FOR PROGRAM DETAILS, TO REGISTER AND MORE: [WWW.MARKETINGRESEARCH.ORG/CRC2016](http://WWW.MARKETINGRESEARCH.ORG/CRC2016) **CRC2016**

**EXHIBITORS & SPONSORS** OUR PARTNERS CAN BE YOUR PARTNERS



**CRC 2016 AT A GLANCE**

CRC is the only conference by, for and about corporate researchers but also is a fantastic opportunity for anyone interested in learning about marketing research and analytics innovations, challenges and opportunities // **CRC 2016 is only \$799 for corporate researchers but goes up on August 19. Many CR teams of up to five already have registered** // Now in its fifth year, this year's education – presented by more than 70 thought leaders – is unprecedented in its quality and scope, including keynotes by a CEO, CMO, global research leader, Stanford business professor, author and Second City producer/director // **More than 75 percent of the educational sessions will be presented by corporate researchers** // CRC's first eight hours will be limited to corporate researchers only until The Second City's Kelly Leonard presents his innovative keynote // **CRC will feature the highest percentage of corporate researchers of any conference while still the ideal, intimate size for genuine learning and serious networking** // CRC is produced by the Marketing Research Association, a non-profit 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.

**\$799**

Corporate Researchers until August 19

**\$1499**

Research Supplier/Provider (MRA Member)

**\$1849**

Research Supplier/Provider (Non-Member)