

What's

NEXT 2017



TO SUCCEED IN TODAY'S RESEARCH
AND ANALYTICS INDUSTRY, YOU
NEED TO BE AN INNOVATOR,
A TECHNOLOGIST, AND A FUTURIST.



What's

NEXT?

The inaugural event of the all-new Insights Association is an unprecedented mash-up of peer-reviewed research-on-research, innovation in action and a curated presentation of what's next to influence and disrupt our industry.

Hear how insights leaders are applying more creative thinking, deploying new techniques and testing emerging technologies in order to uncover more meaningful customer insights.

Featured speakers include **Airbnb, Anthem, Lyft, BuzzFeed, Chobani, Condé Nast, Corona, Cox Communications, Dorchester Collection, Instagram, Microsoft, Navy Federal Credit Union, Ogilvy, Refinery29, Samsung, Verizon and more.**

FRESH CONTENT WILL BE SERVED IN THREE TRACKS:

1

RESEARCH THOUGHT LEADERSHIP

Novel approaches to research and fresh thinking around issues like data quality, privacy, mobile, data fusion, chatbots, gamification, agile qual techniques, and much more. Don't miss the best presentations culled by a panel of experts from an overwhelming response to our industry-wide call for proposals.

2

INNOVATION IN ACTION

Case studies from today's top brands will show how they are deploying mobile instant messaging, design thinking, behavior based analytics, geo-location and more to advance the strategic positioning of insights within their organizations.

3

FRINGE TECH & MACRO TRENDS

Discover how drones, AI, wearables and other seismic technologies will accelerate speed to insights in the very short term. Understand how macro trends like IoT, Smart Home, and driverless cars will bring consumers closer than ever. Through moderated peer discussions you'll connect the dots to inform and influence your current work.



Innovation and advancement are happening so fast on so many fronts. It's impossible to keep in front of it all and quickly ascertain what is hyped and what can help. That's why **we've done the work for you.**

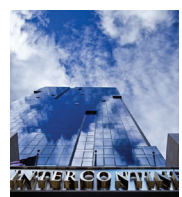
We've sought out and vetted the best of our industry's new work and most provocative thinking that you can adopt immediately. In addition, you'll hear from adjacent industries, acclaimed trendspotters and fringe technologists so you can better anticipate what's coming next.

We'll even fill the room with decision makers with whom you can explore business opportunities. **All you need to do is attend.**



FEATURED SPEAKERS:

- Jennifer Romano-Bergstrom**, UX Researcher, Instagram
- Josh Billig**, Consumer Advertising Research, Microsoft
- Brad Botner**, Senior Product Development and Innovation Strategy Consultant, Verizon
- Ana Brant**, Director, Global Guest Experience and Innovation, Dorchester Collection
- Doug Cottings**, SVP, Market Strategy & Insights, Anthem
- Rebecca Flynn**, Marketing and Communications Manager, Big Brothers Big Sisters of Southwestern Connecticut
- Stephanie Fried**, SVP Research and Analytics, Conde Nast
- Kristine Greiwe**, Head of Consumer Insights, Lyft
- Aziz Hasan**, VP of Product Experience, Refinery29
- Yoni Karpfen**, Lead Experience Researcher, Airbnb
- Nick Lanzafame**, Head of Strategic Insights and Analytics, Buzzfeed
- Eric Noble**, President & Founder, The CarLab
- Ritesh Patel**, EVP & Chief Digital Officer, Ogilvy Commonhealth Worldwide
- Gina Pingitore**, Managing Director, Deloitte Services LP
- Samrat Saran**, Global Insights Director, Corona, ABInbev
- Kelsy Saulsbury**, Manager, Consumer Insight and Analytics, Schwan's Shared Services, LLC
- Cagdas Sirin**, Senior Vice President, Chobani Insights
- Sheri Sipsis**, UX Center of Excellence, Cox Communications
- Anthony Tasgal**, Author, Professor, Storyteller Extraordinaire
- Michael Tchong**, Founder, Ubercool; Professor of Innovation, University of San Francisco and UC Berkeley
- Sriram Thodla**, Senior Director, Intelligence and IOT Lead, Samsung
- Eric Whipkey**, Leader, Satisfaction and Experience Metrics, Navy Federal Credit Union
- Pranav Yadav**, CEO, Neuro-Insight US Inc.; Forbes 30 Under 30



WHO SHOULD ATTEND?

Market research and consumer insights practitioners from corporations, research firms and related service providers charged with efficiently managing research of high integrity; exploring, testing and deploying innovative methodologies; delivering insight with influence; and maintaining a keen awareness of emerging and future trends.



CHOOSE THE WINNER OF OUR SHARK TANK COMPETITION

Listen to quick pitches on solutions that promise to improve engagement with consumers and significantly increase the quality, efficiency and impact of research. Our panel of expert judges will grill the presenters; our audience votes to determine the winner.



SEE THE BEST FROM CES 2017!

A High-Tech Innovation Roadshow, curated specifically for you! With market research and data analytics in mind, we've cherry-picked the most amazing tech unveiled at this year's Consumer Electronics Show.

See for yourself the honorees for this year's CES Innovation Awards and glimpse what will make news and impact our industry in the months and years to come!

REGISTER

SAVE \$100! Use code **SAVE100NEXT** when you register at insightsassociation.org/NEXT.

EARLY BIRD BY MARCH 1		AFTER MARCH 1	
\$1,399	\$1,799	\$1,799	\$2,199
Member Price	Non-Member Price	Member Price	Non-Member Price

The InterContinental New York Times Square: Special Conference Room Rate: \$345 per night. Book Your Room by April 17 to qualify for this reduced rate.

You won't go hungry or thirsty: Included with your registration are breakfast, lunch, cocktails and catered breaks.

PLUS Research Leaders from SSI, InSites Consulting, Synthesio, Ipsos Interactive, YouGov, Maritz CX, Research Now, Uplift Data Partners, EyeSee, MINT, DM2, InnovateMR, Jibunu, P2Sample, TrueSample, JD Power and more.



NEXT 2017: ADVANCING INSIGHTS THROUGH INNOVATION & RESEARCH, MAY 9-10, NEW YORK

**FOR PROGRAM DETAILS, TO REGISTER AND MORE:
INSIGHTSASSOCIATION.ORG/NEXT**

**NEXT
2017**

INNOVATION TO INSPIRE AND IMPLEMENT

The NEXT experience will enable you and your team to better understand how to connect with today's device-obsessed consumers and uncover more meaningful insights. Learn how voice-to-text, video, behavior design, AI, neuroscience and other new techniques will enhance the respondent experience and improve research results. Incorporate passive data; utilize chat bots and gamification; improve response rates; mitigate information security risks, and tell data stories in more compelling ways.

NEXT TOPICS AT A GLANCE

- ☑ AI & MACHINE LEARNING
- ☑ GAMIFICATION
- ☑ DATA VISUALIZATION
- ☑ BALANCING AUTOMATION WITH ENGAGEMENT
- ☑ PASSIVE MEASUREMENT
- ☑ MICRO-TARGETING
- ☑ PRIVACY
- ☑ REDUCING SURVEY ERROR
- ☑ DESIGN THINKING
- ☑ DIGITAL WOM
- ☑ MOBILE ENGAGEMENT
- ☑ NEW TEAM STRUCTURE
- ☑ DATA FUSION
- ☑ AGILE QUAL
- ☑ SPEECH-TO-TEXT
- ☑ GEO-LOCATION
- ☑ NEUROSCIENCE
- ☑ IoT
- ☑ DATA QUALITY
- ☑ BUSINESS MODEL INNOVATION
- ☑ AND MORE

THANK YOU TO OUR PARTNERS



Don't miss the opportunity to see and be seen by the industry's thought leaders and decision makers. Those attending this event seek to remain current on the latest trends and methodologies and are looking for solutions to improve the quality and efficiency of their research. For more information call Jonathan Saxe at (516) 238-4083 or e-mail him at jon.saxe@insightsassociation.org.