

8:00	REGISTRATION AND WELCOME COFFEE
8:45	Opening Remarks by Merlien Institute & Conference Chair Robin Shuker, <i>Head of Customer Experience</i> , Field Agent
9:00	The view from Yahoo – Innovating through insights and producing genuine results Eva Herzog, <i>Research Lead</i> , Yahoo
9:30	Could it be? Testing how quantum mechanics paradigm on cognition can help us understand the illogical consumer decision process Massimo A. Cealti, <i>Global Vice President Consumer and Market Insights</i> , Symrise
10:00	The Value Radar - Allowing future insights to be used for systematic brand management in the present Dr. Hannes Fernow, <i>Research Manager</i> , GIM
10:30	NETWORKING BREAK
11:00	What if on a winter's night a client came - Developing an innovative, "holistic" methodology that effectively combines qual and quant Laura Salvaderi, <i>Market & Consumer Understanding Unit Director</i> , Doxa Clara Salmeri, <i>Qualitative Research Manager</i> , Doxa
11:30	Interactive session: Discussing the power of crowdsourcing with mobile technology to deliver real time customer and shopper insights Thomas Laarz, <i>Sales Development Manager</i> , POSPulse Robin Shuker, <i>Head of Customer Experience</i> , Field Agent
12:00	Using ethnographic research to change lives of people with Dementia Neil Samson, <i>Director</i> , Opinion Leader
12:30	NETWORKING LUNCH
	WORKSHOP
1:30	Framing client-agency collaboration with Value Proposition Design Christoph Welter, <i>Managing Partner</i> , Point-Blank International Virginie Gailing, <i>Head of Design</i> , Point-Blank International
3:00	Using the philosophy of improvisation to generate and develop consumer driven ideas Edvin Babic, <i>Head of DACH Region</i> , Firefly Millward Brown
3:30	NETWORKING BREAK
4:00	Exploring children's relationship to brand advertising using the Sceno Play Test Dirk Ziems, <i>Managing Director and Partner</i> , concept m research + consulting Cornelia Krebs, <i>Head of Market Research</i> , Mediengruppe RTL Deutschland
4:30	Digital innovation – The impact of retrospective community analysis Paul Hudson, <i>CEO & Founder</i> , FlexMR
5:00	Using video to bring research to life – Communicating and visualizing results Diane Earnshaw, <i>Managing Director</i> , Vox Pops International
5:30	CLOSING REMARKS BY CHAIR & CLOSE OF DAY 1
5:30	Drinks Reception Hosted by Happy Thinking People
7:00	Networking Dinner @ BARIST RESTAURANT & GELATERIA

8:00	WELCOME COFFEE
8:45	Opening Remarks by Conference Chair Robin Shuker, <i>Head of Customer Experience</i> , Field Agent
9:00	The KLM Lab - Understanding customers in an agile and fast-paced business Maaïke van der Horn, <i>User Insights Manager</i> , KLM
9:30	OLAY® case study - My baby is ugly! How to keep focused and objective about your products Mahmoud J. Ghazal, <i>former Dolce & Gabbana Consumer & Market Insights Lead</i> , Procter & Gamble
10:00	"Carnival of ideas" - How role-playing helped Roche Pharma successfully execute an ideation and co-creation project Dr. Johanna Glaser, <i>Market Research Manager</i> , Roche Thomas Ludzinski, <i>Senior Project Director</i> , Happy Thinking People
10:30	NETWORKING BREAK
11:00	The long road to entertainment - How Virgin Media made the consumer journey easier Abbey Clemens, <i>Senior Director</i> , Tonic Insight
11:30	Philips' innovative mobile qual project - Gathering and utilizing in the moment non-filtered consumer insight Ank Van Ophoven, <i>Market Intelligence Executive</i> , Philips Lighting
12:00	How Unilever is utilizing Agile Qualitative methods to get closer to their target customers Raphael Estripeau, <i>Global CMI Manager</i> , Unilever Jim Longo, <i>Co-Founder & Chief Research Officer</i> , Discuss.IO
12:30	NETWORKING LUNCH
	Panel Discussion
1:30	Harnessing big data - Repositioning qual in the era of unstructured data Modertor: Marc Tollens, <i>E-Development Manager - User Insights</i> , KLM Ank Van Ophoven, <i>Market Intelligence Executive</i> , Philips Lighting Massimo A. Cealti, <i>Global Vice President Consumer and Market Insights</i> , Symrise
2:00	Giving a voice to the users - A peek into people's lives with YouTube Matilde Rytter Bockhahn, <i>Innovation Analyst</i> , IS IT A BIRD Carsten Andreasen, <i>Head of Market Insights</i> , Nordics & Benelux , Google
2:30	Similes, street-speak and semi-colons - Understanding how to write for Millennials Alex Johnston, <i>Director</i> , Jigsaw Research
3:00	NETWORKING BREAK
3:30	Making friends with neuro - Gaining a more holistic, robust and credible understanding of your research observations Nadia Morozova, <i>Customer Insights Expert</i> , The Boston Consulting Group
4:00	Breaking trends vertigo - Exploring the "economy of experience" to identify the next motivational engine that will drive consumers Alice Mihai, <i>Business Development Director</i> , ISRA Center Ioana Bobe, <i>Senior Qualitative Researcher</i> , ISRA Center
4:30	Consumer needs development - Why African consumers do not understand Western advertising Sergey Sheykhetov, <i>Head of Qualitative Practice</i> , TNS
5:00	CLOSING REMARKS BY CHAIR AND CLOSE OF CONFERENCE

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