

# WEDS. SCHEDULE



8:30 AM - 6:30 PM REGISTRATION & EXPO HALL OPEN

8:45 AM - 9:30 AM LIGHT BREAKFAST IN THE EXPO HALL

Room 1	Room 2	Room 3	Room 4
<b>9:30 am - 10:00 am</b>			
The importance of research in branding and packaging redesign Ultra Creative	The power of AI in coding open-end responses Ascribe, CodingExperts, LLC	Bundling for growth: Modeling optimized food and beverage bundles in small format PepsiCo	Turbocharge your client relationship: A conversation on better investing with clients to build relationship equity, a TurboTax case study Intuit, Ipsos

<b>10:15 am - 10:45 am</b>			
Rising costs and shrinking wallets: How shoppers are tackling inflation Voxpopme	Unlocking impact at scale: How knowledge management elevates the role of insights at AT&T AT&T, Stravito	The key role of iterative insights in times of economic uncertainty Suzy, That's It., Liquid I.V.	Leveraging AI to bring the view of the customer into the insights and design processes Vizit, Woodside Homes

<b>11:00 am - 11:30 am</b>			
How ServiceNow aligned its UX research to maximize impact and influence ServiceNow	How TikTok won Gen Z and other digital media learnings Toluna, The New Consumer	The power of agile insights: How Sakura of America drives consumer-led innovation Momentum	Training session: Solve for the future with Lighthouse Academy aytm

<b>11:45 am - 12:15 pm</b>			
Getting the facts, faster: How you can unlock reporting insights for everyone who needs them Forsta, Material	BTS: Journey to the Metaverse Warner Bros Discovery	Putting your consumers first: How first-party data can help create highly engaged consumers and strong brand equity Fossil Group, Dynata	Conducting fast-paced, innovative research in uncertain times DoorDash, Glassdoor, BCG X

12:15 PM - 1:15 PM LUNCH IN THE EXPO HALL

Room 1	Room 2	Room 3	Room 4
<b>1:15 pm - 1:45 pm</b>			
Combining research tools with TikTok to better understand Gen Z Trailer Park Group	Transformational innovation with jobs-to-be-done and behavioral science Protobrand	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Quest Mindshare, Innovative Research Technologies	Hyundai Santa Cruz research road trip: From concept to the road Hyundai Motor America

<b>2:00 pm - 2:30 pm</b>			
How Sonos brought silent customers back to listening Sonos Inc., Quester	Euphoria! How material leverages report automation for faster, more efficient and more accurate project reporting E-Tabs, Material	Supporting investment decisions with alternative data OvationMR, Lowenstein Sandler	Achieving Launch Success: Unlocking the Full Potential of an Innovation Dig Insights, McCain Foods

<b>2:45 pm - 3:15 pm</b>			
Transformation: Leveraging your research superpowers for a mid-career pivot Pinterest	How AI is changing the landscape of research platforms Entropik	quantilope and The Athletic: Dominating sports media through real-time tracking quantilope, The Athletic	Leveraging activity-based methods to discover your brand's Aha! moments Aha! Insights Technology

3:15 PM - 3:45 PM AFTERNOON SNACK BREAK IN THE EXPO HALL

Room 1	Room 2	Room 3	Room 4
<b>3:45 pm - 4:15 pm</b>			
How to address brand risks and opportunities in a dynamic marketplace Ironwood Insights Group	Learn before you launch: Reshape your productivity and minimize risk with Curion Score™ Krusteaz, Curion	Finding the 'so what?' behind your research Fuel Cycle, FNBO	The organization has questions. How can we help them find answers? Intuit, Zevia, Blizzard Entertainment

<b>4:30 pm - 5:00 pm</b>			
Tips and tricks for elevating your internal partners' IQ Johnson & Johnson Vision	Co-creating brand magic with HOKA: Tips and tricks for successful stakeholder/consumer co-creation Vital Findings, QRCA Session Sponsor, Deckers Brands	Turning off the fire hose: The importance and art of synthesis in a data-driven organization Vanguard	The marketing research team as a growth engine: Insights from five Fortune 500 companies Instacart

5:00 PM - 6:30 PM COCKTAILS WITH QUIRK'S IN THE EXPO HALL

6:30 PM - 8:30 PM DINE AROUNDS

8:30 PM - 10:30 PM OPENING NIGHT PARTY

# THURS. SCHEDULE



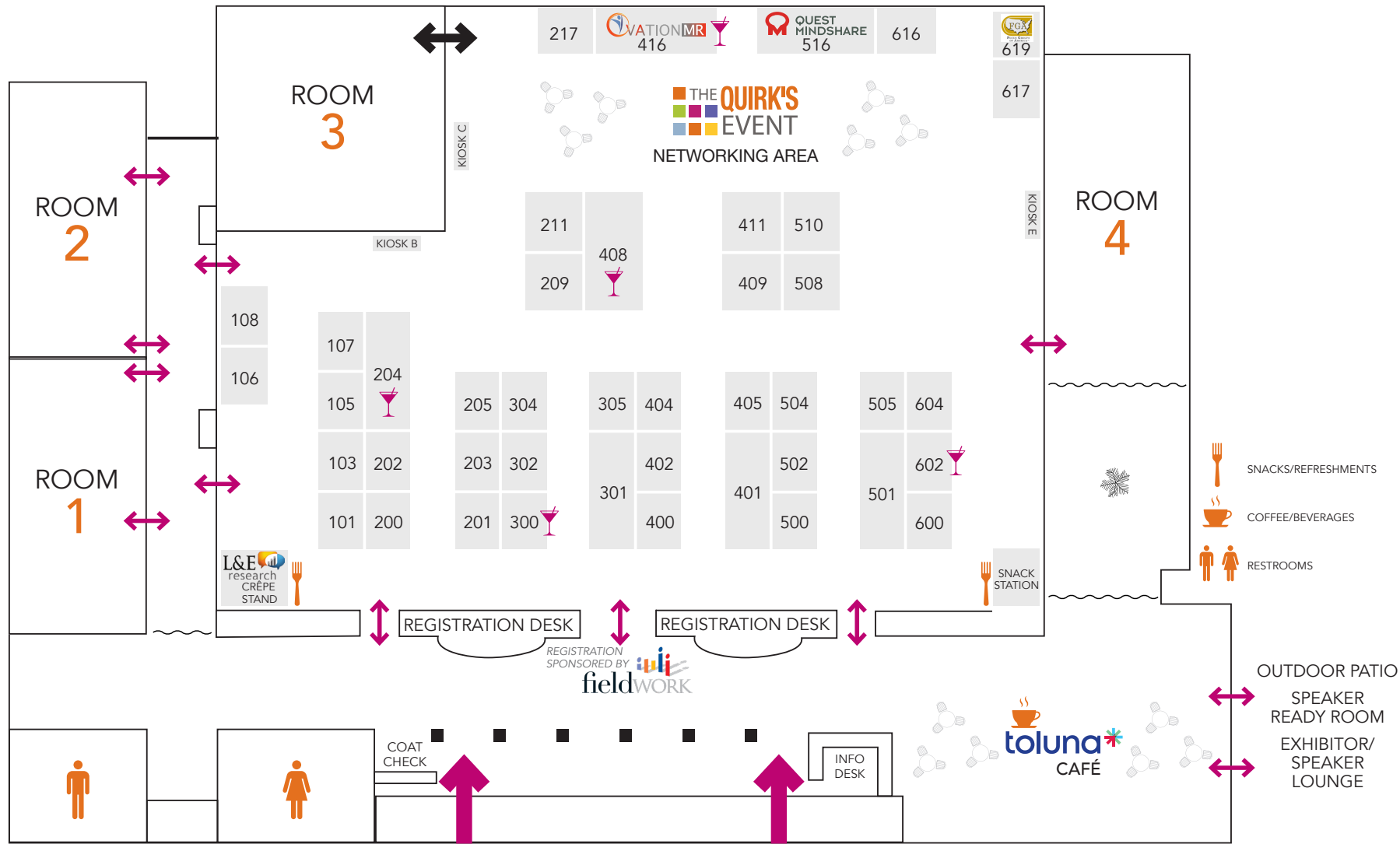
8:30 AM - 5:00 PM

REGISTRATION & EXPO HALL OPEN

8:45 AM - 9:30 AM

LIGHT BREAKFAST IN THE EXPO HALL

Room 1	Room 2	Room 3	Room 4
<b>9:30 am - 10:00 am</b>			
Using emotion analytics to better understand how real people are experiencing today's economic turbulence GutCheck, Lagunitas Brewing Company	Room 2 How to predict, measure and optimize the success of your brand Ipsos	Re-positioning Mexico: How semiotic analysis helped break through cultural clichés and provide inspiring regional symbolism for three Campari brands Athena Brand Wisdom	Navigating a Research Career: Stories from the Frontline Hyundai Motor America, ZipRecruiter, Socia Media Company
<b>10:15 am - 10:45 am</b>			
Contextual intelligence: Guiding business success by reframing business challenges and perceptions of people FaderFocus	How Fandango uses AI text analytics for customer and digital experience Canvs AI, Fandango	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Quest Mindshare, Innovative Research Technologies	Messaging that Connects: Bridging the gap between insights and creative action with behavioral science Woodside Homes, Newsritics
<b>11:00 am - 11:30 am</b>			
Follow that shopper! How we built an omnichannel shopper insights practice at Roku Roku	Influence and own the most valuable moment in marketing: The transaction Behaviorally	Leveraging the CX interaction to add value to the B2B purchaser relationship OvationMR	The future of insights is conversational: How modern insight professionals use mobile and conversational approaches to capture immersive and authentic feedback Reach3 Insights
<b>11:45 am - 12:15 pm</b>			
Getting the best of both worlds: Keys to successful integrated research RealityCheck	Furries, Arianators, pajama moms and politicos: The power of personas in driving business Smarty Pants	Content with impact: How Vox Media leverages insights technology to develop high-performing content SightX, Vox Media	Growing a new and diverse customer base in the B2B world Intuit
<b>12:15 PM - 1:15 PM</b>			
LUNCH IN THE EXPO HALL			
<b>1:15 pm - 1:45 pm</b>			
Uncovering the recipe for a joy-filled life The Art and Science of Joy	Relationships and trust for long-term engagements: A view from the client side Microsoft	How PepsiCo is uncovering next-level insights with next-gen quant research PepsiCo, Intuify	Sustainability: What does it even mean today? Pulsar
<b>2:00 pm - 2:30 pm</b>			
Not just a place to sweat: Transforming to meet members in a shifting landscape 24 Hour Fitness		Future of work: Selecting optimal office spaces with location intelligence Foursquare	Between two bushes with MANSCAPED: Building a brand people LOVE Ipsos, MANSCAPED
<b>2:45 pm - 3:15 pm</b>			
Embrace the electrode! Enriching qualitative insights with biometrics ResearchScribe, QRCA Session Sponsor	Researching the other: The challenges and opportunities of cross-cultural research	Storytelling hacks that will turn you into a reporting rockstar Uncorking a Story	
<b>3:30 pm - 4:00 pm</b>			
Consumer closeness: Driving faster, more confident decision making from boardroom to service frontline by elevating insight with human understanding	Creating relevance with a DIY customer panel Savage X Fenty		
<b>4:00 PM - 5:00 PM</b>			
HAPPY HOUR			



cocktails  
WITH  
QUIRK'S

WEDNESDAY, FEB. 22  
5:00 P.M. TO 6:30 P.M.

BOOTH	COMPANY
500	Aha! Insights Technology
405	Ascribe
604	aytm
400	Behaviorally
Kiosk E	BOMI
106	C+R Research
107	Canvs AI
Kiosk C	Caplena AG
302	Curator Video
408	Curion
204	Dynata
300	E-Tabs
217	Entropik
304	Fieldwork
402	Focus Forward
617	Focus Groups of America
411	Forsta
508	Fuel Cycle
619	Headshot Photography Booth
103	Headway In Research
205	Ironwood Insights Group, LLC
510	Knit
L&E Savory Crepe Station	L&E Research

BOOTH	COMPANY
602	The Marketing Research and Insight Excellence Awards
502	Marketing Research Education Foundation (MREF)
504	MarketVision Research
101	Momentive
305	Opinions LTD
416	OvationMR
404	Protobrand
209	Pulsar
301	quantilope
516	Quest Mindshare
201	Quester
202	Quirk's Media
616	Reach3 Insights
203	Relaxation Station
200	SightX
108	Smarty Pants
211	Stravito
501	Suzy
401	Toluna
600	Tremendous
Kiosk B	Trusted Talent LLC
409	Voxpopme

# THANK YOU SPONSORS!

LEGACY SPONSOR

QUEST MINDSHARE

PLATINUM SPONSOR

OVATIONMR

GOLD SPONSORS

dynata quantilope SUZY toluna

SILVER SPONSORS

entropik TECH momentive

BRONZE SPONSORS

aha! Beha>iorally canvs E-Tabs

IRONWOOD INSIGHTS QUESTER Reach3

sightX SMARTY PANTS

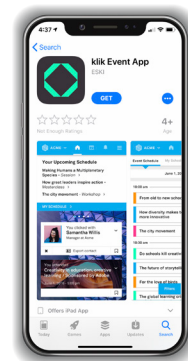
OTHER SPONSORS

curion Decision Analyst Dig Insights fieldWORK

FGA L&E research MREF MHN ReconMR

Complimentary  
**Wi-Fi** is available  
in the Expo hall

USER NAME  
QUIRKS  
PASSWORD  
QUIRKSLA23



Don't  
forget to  
download  
the Klik  
App!