

# THURS. SCHEDULE



9:00 AM - 3:45 PM

REGISTRATION AND EXPO HALL OPEN

	Room 1	Room 2	Room 3	Room 4	Room 5
10:00 am - 10:30 am		The Virgin Media O2 SME audiences: An example of a great segmentation Virgin Media O2 Business, AURA Insight Session Sponsor	Raising Generation Alpha: How Millennial parenting is impacting the next generation and how to avoid alienating millennial Moms and Dads Beano Brain	Multi-step workflow for customer segmentation DataExpert	The new rules of engagement: Influence and impact in a hybrid world FlexMR
10:45 am - 11:15 am	Overcoming imposter feelings as you rise, as a woman, in your research career Lara Meyer Insights Ltd.	Managing participant experience in mixed-methodology research InnovateMR	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Quest Mindshare, Innovative Research Technologies	Transforming insight at Coca-Cola Europacific Partners Insight Management Academy (IMA), Coca-Cola Europacific Partners	The art of precision: Driving buy-in and action beyond the debrief Blue Yonder Research
11:30 am - 12:00 pm	From clicks to conversions: The role of image optimization in e-commerce success Behaviorally	Convincing a boardroom of accountants to invest in brand: A story of insight effectiveness Skipton Building Society, AURA Insight Session Sponsor	Bogey to birdie: The positive impact of COVID-19 on the changing golf industry OvationMR, Pellucid Corp	The Art of Automation: For engaging, insightful and accurate large-scale reporting E-Tabs, djs Research	Moja: Fueled by insights and upping the stakes in the insurtech revolution AXA Insurance, AURA Insight Session Sponsor
12:15 am - 12:45 pm	Better together: How market research and UX research support product and service development Bold Insight	Generative AI meets text analysis for a quant and qual understanding of rugby players' attitudes Caplena AG, England Rugby	Beyond storytelling: Creating an insight-driven culture Keen as Mustard, ESOMAR	Transforming insight communication: Shaping, sharing and zhoozing Insight Management Academy (IMA)	Want to save the human race? Stop talking to customers about sustainability C Space
12:45 PM - 1:45 PM	LUNCH BREAK (LIGHT FOOD FARE IN THE EXPO HALL)				
1:45 pm - 2:15 pm	How ChatGPT changes everything about how we work This Is Insight	Inclusive journeys: An exploration of the experiences of blind and partially sighted people on public transport Royal National Institute of Blind People (RNIB), AURA Insight Session Sponsor	Growth hacking the moments that matter to create new category opportunities BLOCKHEAD, Borderless Access Pvt. Ltd.	Let's talk about market research purchasing plans in 2024 Internet Research Bureau (IRB)	We need to talk about Sydney! Rubiklab
2:30 pm - 3:00 pm	Creating Inmarsat's insights portal Inmarsat	What do they think about Cannabis: A deep dive into feelings and opinions of consumers from the Netherlands and newly legalized Thailand Savelsberg Research, QRCA Session Sponsor	The rise of deliberative and collaborative research: Agency and client joint session Southern Water	Transforming insight strategy at Deliveroo Insight Management Academy (IMA) & Deliveroo	Understanding consumer choices in a cost of living crisis Heineken UK
3:15 pm - 3:45 pm	Qualitative research in action Flume, AQR – Association for Qualitative Research	Delivering long lasting impact from a Customer Experience Framework at Premier Inn Premier Inn		Your participants are your MOST valuable asset. Are you wasting your time and theirs? The Candor Company	Understanding the future of series National Research Group, Sky
3:45 PM - 4:45 PM	QUIRK'S HAPPY HOUR IN THE REGISTRATION FOYER				

# WED. SCHEDULE



9:00 AM - 6:30 PM

REGISTRATION AND EXPO HALL OPEN

	Room 1	Room 2	Room 3	Room 4	Room 5
10:00 am - 10:30 am	Dare to be different: Lessons learnt from innovating in the food, soft drink and alcohol sectors Kantar	AI and the new researcher hierarchy of needs Zappi	Consumer insights from user generated content Queen Mary University of London	Transforming insight strategy at Carlsberg Insight Management Academy (IMA), Carlsberg Group	How AI can deliver innovation your customers really want Black Swan Data
10:45 am - 11:15 am	Breaking the mould: How blending methodologies will ignite your growth in 2023 Attest Technologies Limited	Insight storytelling: Creating ideas that stick King, AURA Insight Session Sponsor	Case study of Carat: Revealing the world's most emotionally intelligent brands through AI-powered mass qual DVJ Insights	Around the world in 80 days: Discover how Unilever, Mondelez and more leverage smartphones to gain actionable insights from across the world Premise	Digitizing discovery: Understanding the challenges and opportunities that insight leaders face with digital insight Discover.ai
11:30 am - 12:00 pm	When transactional meets relational – the rubber hits the road Forsta, DHL	How Lowell engage with customers in problem debt Lowell, AURA Insight Session Sponsor	Storytelling, product and purpose: Which approach provides an advantage in advertising? An analysis of creative work Dynata	Pioneering HFSS research: Rethink promotion and positioning in store EyeSee, Haagen-Dazs	From traditional insights to AI: How Carlsberg Sweden and Sinebrychoff, part of Carlsberg Group, innovate probably the best beer in the world Carlsberg Group, Cambri
12:15 pm - 12:45 pm	COVID's impact on purchasing emotions towards hygiene and disinfecting products OvationMR	Rooting your business in the customer: A grassroots guide to segmentation Tyl by NatWest	Body love: Can the right activities get us out of a negative body image spiral? Hearst UK, Mindlab	How to develop an insight leader's playbook Insight Management Academy (IMA)	Unlocking the power of AI in verbatim coding Ascribe, Toluna
12:45 PM - 1:45 PM	LUNCH BREAK (LIGHT FOOD FARE IN THE EXPO HALL)				
1:45 pm - 2:15 pm	ChatGPT: What we know, what we don't know and what IRT is doing to address the threat Quest Mindshare, Innovative Research Technologies	The art of Holisticism: Designing for exceptional experiences Blue Yonder Research, Unilever, AURA Insight Session Sponsor	Sustainability: What does it even mean today? Pulsar	Women talk 9.7x more about packaging, but men want to look cool: How text analysis reveals what your choice of vape says about you... Relative Insight	Modeling the 360° Consumer Experience: Learn how you can measure each step of your consumers' brand and product journey, to focus on what really impacts customer delight and repeat purchase FlavorWiki
2:30 pm - 3:00 pm	Beyond KPI's monitoring: How Pernod Ricard leverages social listening in a consumer-centric strategy Meltwater	Sex sells, but neuroscience does it better! Beyond Reason	AI-powered consumer insights: Maximize the impact of your research Entropik	Panel: Trends, challenges and opportunities for 2023 Stravito, Cambridge University Press & Assessment, Shell International Petroleum Company, Burberry	Lessons learnt from my 1st 100 days as an agency turned client-side researcher SailGP
3:15 pm - 3:45 pm	Quantitative research in the Metaverse: M.A.Y.B.E. is real FFIND – Beyond Data	Humour: The deadly serious role it can play in market research Kantar Profiles	HEART: The Barometer of Healthy Acquisition and Retention PureSpectrum, MTM	Transforming insight generation at Transport for London Insight Management Academy (IMA) & Transport	Predictive AI goes to the Super Bowl Quilt AI
4:00 pm - 4:30 pm	Marketing research 2.0: The ChatGPT era This Is Insight	EDI best practice guidelines for client-side researchers BT Group, AURA Insight Session Sponsor	Action-focused innovation tracking: How to get in the driver's seat? Veylinx		How Budweiser Brewing Group is leveraging agile technology and services to get fast, quality insights from consumers Budweiser Brewing Group UK&I, Toluna
4:45 pm - 5:15 pm	Is insight alchemy still to be found in 2023? Market Research Society (MRS)	How Edrington U.K. optimized its omnichannel path-to-purchase strategy SKIM, Edrington U.K.	How shoppers choose what product to buy in store and evaluating customer satisfaction after purchase Field Agent UK, Bol Foods	Deep, human insight in an automated world: Managing international brands on limited budgets with Distell International Syren Strategy, Distell	7 facts about humans that will change the way you do research Emotional Logic
5:15 PM - 6:30 PM	COCKTAILS WITH QUIRK'S IN THE EXPO HALL				
6:30 PM - 11:55 PM	TRC NETWORKING AFTER PARTY! (ALL BAR ONE AT THE O2 ARENA)				

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