



The Research Society

FACING 2030

Virtual Conference
3-6 August 2020 PROGRAM

DAY 1 MONDAY 3 AUGUST 2020

12:00 - 13:30 MORNING SESSION / WORKSHOP

Facing 2030 Opening and Acknowledgement of Country

KIERAN FLANAGAN: Forever skills

Client Panel Discussion:
Facing 2030 - A client perspective on getting match fit

CLIENT PANEL
With Chris Crook & Lisa Lewers
Facing 2030:
A Client Perspective
on Getting Match Fit

Kieran Flanagan

PANELISTS: Matthew Ferguson, Elyssia Clark, Chris Cramond & Melissa Pellegrini.

14:00 - 15:30 CONCURRENT SESSIONS

FACING EMERGING CHALLENGES
SESSION 1A

Opening Remarks / Sponsor

Phil Guarisco Lewers

Tracking in 2030 - survival of the fittest

Andrew Therkelsen The Lab Strategy

Modern qualitative environments

Alex Mihalovich, Dr Violet Lazarevic & Elizabeth P.Morgan
Telstra and Market Logic

The Insights Hut: leveraging new technology to promote insights from multiple sources

Q&A • DISCUSSION • CLOSING REMARKS

DELIVERING WITH IMPACT IN 2030 - WHAT DOES IT LOOK LIKE
SESSION 1B

Opening Remarks / Sponsor

Penny Burke Essence Communications

I'm not in market research, I'm in MARKETING

Erica van Lieven, Stijn Poffe Insites Consulting

How Intelligent naivety can boost innovation

Robert Barnfield, Mandy Prowse ABC

Quality & Distinctiveness program

Q&A • DISCUSSION • CLOSING REMARKS

DAY 2 TUESDAY 4 AUGUST 2020

12:00 - 14:00 CONCURRENT SESSIONS

CX REINVENT FUTURE
SESSION 2A

Opening Remarks / Sponsor

Pip Stocks & Jee Moon (guest speaker) Hearsay

Client Panel: Beyond numbers - Improving your CX with 'thick or small' data insights

Lyndall Spooner Fifth Dimension

The Trust Myth

Dr Russell Blamey, Dhruva Gupta, Scott Manderson DBM
Consultants

NPS - Lead indicator of business outcomes?

Vasha Azoor, Ben Sullivan Potentiate

How to bring youth and vigour to your established CX program

Q&A • DISCUSSION • CLOSING REMARKS

FED GOV/SOCIAL/COMMUNITY
SESSION 2B

Opening Remarks / Sponsor

Dr Alice Hsieh & Jarrod Calabria The Behavioural Architects

Using Behavioural Science to design vertical building environments

Mike Welling Wejugo

Intelligent data to transform tourism delivery

Benjamin Phillips The Social Research Centre

Transitioning to new methods for undertaking high-quality general population surveys

Carina Johnson, Olivia Nadile, Nishara Miles Potentiate + ING

How market researchers are enabling conversations for social change

Q&A • DISCUSSION • CLOSING REMARKS

14:30 - 15:30 AFTERNOON SESSION / WORKSHOP

RAY POYNTER

Panel Discussion: The skills we will need in the future, and how do we get and develop them

Ray Poynter



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DAY 3 WEDNESDAY 5 AUGUST 2020

12:00 - 14:00 CONCURRENT SESSIONS

QUANT DATA SOURCES SESSION 3A

Opening Remarks / Sponsor

Patrick Comer Lucid

Changing power and dynamics in market research

Mette Breith, Natalie Widdup & Katiemay Gardner Pureprofile

People who have something to say about how to get more out of panel data

Peter Fairbrother Faster Horses

Existential cross-roads

Marcus Pritchard Dynata

Attention economy

Q&A • DISCUSSION • CLOSING REMARKS

TECHNOLOGY SESSION 3B

Opening Remarks / Sponsor

Garreth Chandler The Evolved Group

Conversational Engagement in Action

Joel Vermaas Nature

Using your whole brain - choice modelling & VR

Anne-Marie Moir Lewers

Robot Wars

Q&A • DISCUSSION • CLOSING REMARKS

14:30 - 15:30 AFTERNOON SESSION / WORKSHOP

KRISTIN LUCK: Invisible people: Data bias in a world designed for homogeneity

Panel Discussion: Future proofing research: The keys to profitability and innovation

PANEL

With Kristin Luck
Future proofing research:
The keys to profitability
and innovation



PANELISTS: Eric Salama (UK), Michelle Gansle (US) & Mark Solonsch (AU)

Kristin Luck

16:00 - 17:00 WORKSHOP

MARK SOLONSCH: Believe: Neurodiversity

Neurodiversity is common in market research. So, what is it? How can you create a culture that supports neurodiversity? And how can you get the best from your neurodiverse employees?

NEW

DAY 4 THURSDAY 6 AUGUST 2020

12:00 - 14:00 CONCURRENT SESSIONS

EVOLUTION NOT REVOLUTION SESSION 4A

Opening Remarks / Sponsor

Scott MacLean Nulink Analytics

How to segment almost anything

Stephen Prendergast & Elisa Adams FutureEQ

Earning a seat at the table; why brand equity could be the key.

Craig Pagett & Callum Liddle Cint and Zappi

Shattering the Iron Triangle: delivering iterative learning through automation

Q&A • DISCUSSION • CLOSING REMARKS

BEHAVIOURAL ECONOMICS SESSION 4B

Opening Remarks / Sponsor

Peter Brawn & Bronwyn Thompson Gateway Research

Using real world behavioural shopper data to optimise the in-store experience

Paddy Cain, Melanie Marantelli, Nick Bennett Nature, Thinkerbell and Yarra Valley Water

Using Research to Drive Behavioural Change - The Sustainable Way Forward

Grainne O'Dwyer & Sam Paul The Behavioural Architects

New techniques to gain behavioural insight in the next decade

Q&A • DISCUSSION • CLOSING REMARKS

14:30 - 15:30 CLOSING DRINKS SESSION

MARK RITSON: 2020-2030 - Join us to hear Mark's point of view on the relevance and role of insights over the coming decade.

Q&A & Closing

Mark Ritson



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