

# Transforming Research. Are You Listening?

A One-Day Workshop | October 29, 2008 | 8:00AM – 6:00PM

Social media is spurring online conversations about brands, companies, products and services. How do we ‘listen’ to these conversations? And how do we utilize these findings? These insights are expanding the role of research beyond measurement and testing, inspiring a new vision for market research.



## Program Co-Chairs

Pete Blackshaw – EVP, Digital Strategic Services, Nielsen Online, author of *Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000*

Ann Green – SVP, Marketing Solutions, Millward Brown

## PART I

### TRANSFORMING RESEARCH TO PROVIDE KNOWLEDGE AND INSPIRATION TO THE ENTERPRISE

8:00 – 8:30AM

#### Continental Breakfast

Start off your day with breakfast while meeting other attendees.

8:30 – 8:40AM

#### Opening Remarks

Joel Rubinson – Chief Research Officer, The ARF

8:40 – 9:00AM

#### The Listening Toolkit and Culture

Pete Blackshaw (Program Co-Chair) – EVP, Digital Strategic Services, Nielsen Online

9:00 – 10:35AM

#### “Inspiring” Case Histories: Real Tools, Real Successes

*How General Mills Is Using Social Networks to Evolve the Consumer Insights Toolkit*

Gayle Fuguitt – VP, Consumer Insights, General Mills

*MTV Engages its Viewers for Innovation*

Allison O’Keefe Wright – VP, Research and Planning, MTV

Diane Hessian – CEO, Communispace

*Sony Listens and Wins*

Rick Clancy – SVP, Corporate Communications, Sony Electronics

*Dove’s Campaign for Real Beauty*

Patti Wakeling – Senior Manager, Media Insights, Unilever

10:35 – 10:50AM

#### Mid-Morning Break

## **PART II**

### **A NEW VISION FOR RESEARCH: WHAT'S NEXT?**

10:50 – 11:20AM

#### **Keynote Address**

*Why Research Must Change: A Call to Action*

Kim Dedeker – VP, External Capability Leadership-Global Consumer & Market Knowledge, Procter & Gamble

11:20 – 12:30PM

#### **Industry Leader Perspectives**

MODERATED BY: Ann Green (Program Co-Chair) – SVP, Marketing Solutions, Millward Brown

*Digital Search:* Tom Phillips – Director of Search & Analytics, Google

*Digital Agency:* Marcelo Marer, VP Research, Avenue A/Razorfish

*Market Research Agency:* Eileen Campbell – CEO, Millward Brown

*Creative Agency Account Planner:* Marta LaRock – EVP, Director of Strategic Planning, TracyLocke

*Financial Sector:* Ravi Parmeswar – Managing Director, Global Consumer & Marketplace Insights & Client Advocacy, Citi

12:30 – 1:30PM

#### **Presentation Lunch / Networking**

*Leading-Edge Tools Used for Gaining Insights into the Presidential Candidates and Their Campaigns*

Joel Benenson – Founding Partner & President, Benenson Strategy Group and Co-Founder, iModerate

1:30 – 2:00PM

#### **ARF Updates and Announcements Regarding Research Transformation**

##### **Breakout Session Assignments**

Joel Rubinson – Chief Research Officer, The ARF

## **PART III**

### **AFTERNOON BREAKOUT SESSIONS: MAKING IT WORK FOR YOU**

2:00 – 3:30PM

#### **Breakout Groups for the Transformation Process**

Facilitated breakout sessions will aid in creating approaches for putting listening tools into practice.

Shelley Zalis – CEO, OTX

Jeni Lee Chapman – EVP, TNS Brand and Communications

Jim Nail – CMO, TNS Media Intelligence/Cymfony

Mike Waite – VP, Panels and Communities, MarketTools

Ari Popper – President, North America, BrainJuicer

Ann Green – SVP, Marketing Solutions, Millward Brown

Rand Nickerson – CEO, OpinionLab, Inc.

Rob Key – CEO, Converseon

3:30 – 4:30PM

#### **Lessons Learned from the Breakout Groups**

Leaders will share breakout group conclusions with all attendees.

4:30 – 4:50PM

#### **Interactive Q&A**

Questions from the audience will be taken as speakers respond from the stage.

4:50 – 5:00PM

#### **Closing Remarks**

*Where Do We Go From Here?*

Joel Rubinson – Chief Research Officer, The ARF

5:00 – 6:00PM

#### **Networking Hour**

Decompress and debrief with colleagues and speakers over a drink!