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association for survey computing

ONE DAY
CONFERENCE
SERIES

Pizzazz In Research: Renewing The Rules Of Engagement

Thursday 30th September 2010, Imperial College, London, UK

Programme and Timetable

08.45	Registration and refreshments
09.20	Welcome and opening remarks by conference chair Raz Khan
09.30	Keynote: The Engagement Agenda <i>Mike Cooke, Global Director of GfK NOP's Online Centre of Excellence</i>
10.15	Minimising the Experiential Gap - the Importance of a Holistic Approach <i>Alex Johnson & Guy Rolfe, Kantar Operations</i>
10.45	Engaging Qualitative Respondents <i>Ken Parker, Chairman, Discovery Research</i>
11.15	Refreshments and networking
11.45	Avatars and Average Joes. Integrating online research with traditional methods <i>Michael Thomson, Qualitative Director & Natalie Taylor, Research Manager, GfK NOP</i>
12.15	Router Effects: Trading off Sample Bias for Data Quality and Engagement <i>Pete Cape, Global Knowledge Director, Survey Sampling International</i>
12.45	Lunch
13.45	Digividuals – Robot avatars <i>Will Goodhand, Juicy Evangelist, Brainjuicer</i>
14.15	Optimising Concepts - Sharpen up your focus <i>Martin Oxley, Buzzback</i>
14.45	Refreshments and networking
15.15	Data Visualisation <i>John McConnell, Analytical People</i>
15.45	It doesn't have to be Powerpoint. A review of alternatives for presenting market research data <i>Tim Macer, Meaning</i>
16.15	Closing remarks by conference chair