

UNLEASHING INNOVATION IN MARKET RESEARCH & INSIGHTS

NOVEMBER
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AMSTERDAM



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WHY5Research is a global specialized diagnostic market research agency that reveals the hidden motivations in people's choices towards brands, products, services and institutions by asking: why, who, what, where and when? WHY5research tailor makes qualitative and quantitative research: from in-depth understanding of people and their behaviour, to evaluation of ideas and tracking of marketing mix elements. WHY5Research provides worldwide custom market research solutions to corporate, government and non-profit clients.



Redslim enriches internal and external data sources to make them easy to navigate, integrate and analyse. Our clients are usually headquarters or central functions who use data to make business decisions and want access to all their markets and categories in one place, with a straightforward reporting experience. Clients obtain the most complete vision of their markets around the world and focus on growth strategy, competitor dynamics, resource allocation and results tracking.



To successfully build purposeful relationships with your customers, you need to connect to them before you set your offer. You need to understand their context, engage in a dialogue first. Then you can meet them with your product/service, right price and right message. EDV uses the Atenga Predictive Demand Analysis that provides your business with insights about your top line value and what market segments are most willing to purchase your product or service.



Discuss.io is the leading live video solution for enabling brands to discover actionable insights and build consumer connections at scale. When brands have frequent and direct conversations, they deepen empathy and understanding for the consumer, create better products, and deliver more effective marketing. Discuss.io makes it easy to ask questions when you have them and develop a more consumer-centric organization.



Cint is a technology company developing solutions that transform and accelerate how marketers and researchers gather insights. We power efficiencies within the sample supply chain, leading to smarter, faster, less costly access to insights. Our Sample Management Platform is the world's only solution build to enhance sample procurement, sample fulfillment and panel management.



Oppobot is a digital tool (SaaS) that streamlines concept creation and testing process, providing instant access to global B2C audiences through Research Now SSI. Our clients are mainly international consumer goods and services companies, your perfect match for identifying growth opportunities faster, cheaper and more systematically. Businesses can focus on the most value-creating tasks while we do the rest: creates valid and reliable test questions, and generates test results, comparisons and benchmarks.



Cambridge Consultants is a world-class supplier of innovative product development engineering and technology consulting. We work with companies globally to help them manage the business impact of the changing technology landscape. With a team of more than 800 staff in the UK, the USA, Singapore and Japan, we have all the in-house skills needed to help you - from creating innovative concepts right the way through to taking your product into manufacturing, delivering prototype hardware or software.



Enghouse Interactive delivers technology and expertise to maximise the value of every customer interaction. Core technologies include contact centre, attendant console, IVR, diallers, call recording and speech analytics solutions that support any telephony environment, on premise or in the cloud. IEnghouse Interactive CCSP delivers multi-media functionality into a single, fully integrated contact centre solution, providing cloud contact center solution to businesses of every size and industry, brings new contact centres online within days, offers customers rich omnichannel features in a powerful and intuitive agent interface.



Toluna provides consumer insights designed to empower success in today's on-demand, global economy. Powered by the perfect fusion of technology, expertise, and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals, and companies of all sizes. Our automated consumer insights platform, TolunaInsights™ underpins everything we do. Clients can access the platform directly, leverage Toluna's managed services, or create fully-customized digital consumer insights programs via our engineered services. TolunaInsights was built to complement QuickSurveys, Toluna's on-demand platform designed for quick-turn, automated research.

Introduction

Thanks to the power of analytics and smart machine learning we now have access to a huge amount of data and consumer insights. Businesses must learn how to best harness and process this data to develop their marketable knowledge and overall business growth.

Sharing real-life examples and discussing latest trends and strategies from senior-level executive speakers, this summit will provide practical ideas of how to further shift to a new culture of innovation that will drive growth and increase your competitive advantage. We will address the challenges associated with developing customer-centric models, hearing from leaders in how to apply advanced segmentation and data analytics in order to design effective new business operations.

Summit themes

- Better data mining: What are the most effective market research methods to help you find the answers to your business questions
- How to navigate your way through data overload and find the substance
- Effective uses of behavioural economic models
- What to do with your data? You have the information now what, how can you successfully use data to strengthen your market position
- Customer journey: looking for value to find user orientated solutions that create unique personalised experiences.
- Deriving a holistic understanding of your target audience and market place
- Measuring the effectiveness of current and past marketing strategies
- Building an effective business strategy with the power of data analytics
- As concerns over cyber security become a priority for all businesses what can emerging technologies like blockchain do to ensure data security.



Speaker companies



Speakers



Chairperson

Andy Clune
VP CCSP Global Sales and
Business Development
Enghouse Interactive
UK



Chairperson

James Pickles
Director Corporate Client Sales
Toluna
UK



Maciej Patyka
Head of Global
Consumer Insights
Barclaycard
United Kingdom



Susi Thorimbert
Head of Research
Eurosport
France



Vincent Deenen
Director Marketing
Grodan
Netherlands



Karol Kuhl
Head of Sales &
Marketing Analytics
Zooplus
Poland



Thijs Vanderhaegen
Head of Market Research
VRT Europe
Belgium



Estefania Yagüez
Director of Market and Con-
sumer Insights
L'Oréal
Spain



Jesús I. Villalba
Global Category Director
VELUX Global
Purchasing
Denmark



Malak Youssef
Western Europe Shopper
Marketing Director
The Coca-Cola
Company
Spain



Jan Zwang
Head of Market & Customer
Insights
VodafoneZiggo
Netherlands



Caroline Verkest
Senior Market Researcher
Telenet
Belgium



Francisco Machín Aragonés
Director Business
Intelligence & Reporting
IE Business School
Spain



Heli Holttinen
CEO, PHD
Oppobot
Finland



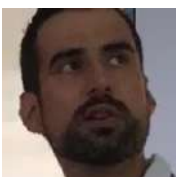
Johanna Martin
Senior Consultant Technology
Strategy
Cambridge Consultants
UK



Tom Meere
CEO
WHY5Research
Belgium



Jim Longo
Co-Founder & VP Research
Solutions
Discuss.io
USA



Julien Pahud
Insights Analytics Capabilities
Transformation Lead
Eli Lilly
Germany

Agenda day one

8:00	<p>REGISTRATION AND WELCOME COFFEE <i>Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.</i></p>	12:20	<p>CASE STUDY ADVANCED ANALYTICS IN EDUCATION: FROM SELECTING THE PROPER STUDENT TO MULTI MODAL LEARNING ANALYTICS</p> <ul style="list-style-type: none"> How does data improve the process of learning and its impact in the business. <p>Francisco Machin Aragonés, Director Business Intelligence & Reporting, IE Business School</p>
8:35	<p>WELCOME FROM GLOBAL EXECUTIVE EVENTS</p>	13:00	<p>NETWORKING LUNCH</p>
8:45	<p>OPENING REMARKS FROM THE CHAIRPERSON Andy Clune VP, CCSP Global Sales and Business Development, Enghouse Interactive</p>	14:00	<p>SPONSOR SESSION HOW TELENET DEVELOPS A CONSUMER-CENTRIC ORGANIZATION WITH LIMITED RESOURCES</p> <ul style="list-style-type: none"> Telenet's research team is small (3 people), but responsible to a large team of 150+ stakeholders in the marketing department Research launched an initiative that would enable marketers to speak directly with consumers as soon as a question arose These conversations had to be easy to scale and roll out Marketers became more consumer-centric and created better ad campaigns as a result <p>Jim Longo, VP Research Solutions, Discuss.io & Caroline Verkest, Senior Market Researcher, Telenet</p>
9:00	<p>CASE STUDY FROM GREEN FINGERS TO DATA DRIVEN PRECISION GROWING</p> <ul style="list-style-type: none"> Grodan, who are we and what do we do Using Big Data to look for new opportunities How we moved from green fingers to data driven precision growing Bringing industry 4.0 into the greenhouse industry <p>Vincent Deenen, Director Marketing, Grodan</p>	14:40	<p>UNCONFERENCE SESSION <i>These are participant led, networking group discussions. The aim of the interactive session is to address the main challenges you are currently facing and issues you'd like a fresh perspective on. We will choose and display 5-10 challenges submitted by attendees during the introduction. Delegates will be split into groups to discuss one challenge each, select a group representative, and deliver a summary report to the broader group.</i></p>
9:40	<p>CASE STUDY BACKWARDS ANALYTICS: HOW TO INCREASE/ DECREASE VALUE FROM YOUR ANALYTICS FUNCTION?</p> <ul style="list-style-type: none"> Get better value from your data by being better organised and more logical about your processes. <p>Karol Kuhl, Head of Sales & Marketing Analytics,, Zooplus</p>	15:25	<p>NETWORKING COFFEE BREAK</p>
10:20	<p>Speed Q&O (Question & Outcomes) <i>This fast paced interactive session will tackle the biggest challenge currently faced by delegates. Participants will be given one challenge and face to face time with Industry peers to discuss the issue and possible outcomes.</i></p>	15:55	<p>CASE STUDY CONVERTING DATA INTO INFORMATION</p> <ul style="list-style-type: none"> Transforming data into information to build solid purchasing (category) strategies Building meaningful and relevant supply strategies using the power of data analytics. <p>Jesús I. Villalba, Global Category Director, VELUX Global Purchasing</p>
10:40	<p>NETWORKING COFFEE BREAK</p>	16:35	<p>IGNITE SESSION MODERNIZING MEDIA CONSUMPTION FOR THE OLYMPIC GAMES</p> <ul style="list-style-type: none"> How many Europeans watched this year's Winter Olympics? With the Games available across multiple linear and digital platforms in 48 countries, a unique methodology was developed to answer this question. Find out how Eurosport and Discovery rose to the challenge of defining new audience measures in an ever-changing media landscape. <p>Susi Thorimbert, Head of Research, Eurosport</p>
11:10	<p>SPONSOR SESSION CROWDPOWERED INSIGHTS FOR THE VRT CORPORATE BRAND</p> <ul style="list-style-type: none"> Discover how BIG QUAL crowd research helps to manage and influence the conversation on brands Thijs (VRT) and Tom (WHY5Research) co-present the results of a big qual study conducted on the corporate VRT brand (VRT is the Flemish broadcasting company and one of the most impactful national broadcasters in Europe). <p>Tom Meere, CEO, WHY5Research & Thijs Vanderhaegen, Head of Market Research, VRT</p>	16:55	<p>CLOSING REMARKS FROM THE CHAIRPERSON</p>
11:40	<p>CASE STUDY INSIGHT FROM THE BRAIN OR FROM THE HEART?</p> <ul style="list-style-type: none"> In a company where there is an "ocean of hard data" of the customer, combined with extensive research tracking of every step in the Customer Lifecycle, you might forget that the customer is not always rational. How do we as VodafoneZiggo try to solve this challenge? <p>Jan Zwang, Head of Market & Customer Insights, VodafoneZiggo</p>	17:10	<p>NETWORKING DRINKS RECEPTION</p>

Agenda day two

- 8:15 WELCOME COFFEE**
Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.
- 8:40 INTRODUCTION AND ICEBREAKER**
Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app
- 8:45 OPENING REMARKS FROM THE CHAIRPERSON**
James Pickles, Director, Corporate Client Sales, Toluna
- 9:00 CASE STUDY**
DIGITAL INNOVATION AND HOW TO UNDERSTAND YOUR AUDIENCE
- Collecting moments not data- how we used social media and multichannel comms to discover how Gen Z engage with brands.
- Maciej Partyka, Global Head of Customer Insights, Barclaycard
- 9:40 CASE STUDY**
BEAUTY AND TECHNOLOGY: A PERFECT MATCH
In L'Oréal we divide the digital transformation into three fundamental parts of the business:
- The way we sell and distribute our products,
 - The way in which we relate to the consumers
 - The kind of brands we want to build in the XXI century.
 - For this, the capture of data both anonymous and nominative to understand who are those consumers and thus design experiences customized. As a Beauty and Technology company we will explain how we are doing this with IoT, VR and other state of art in technologies.
- Estefanía Yagüez, Director of Market and Consumer Insights, L'Oréal
- 10:20 Speed Q&O**
This fast paced interactive session will tackle the biggest challenge currently faced by delegates. Participants will be given one challenge and face to face time with Industry peers to discuss the issue and possible outcomes.
- 10:40 NETWORKING COFFEE BREAK**
- 11:10 CASE STUDY**
THERE IS AN OPPORTUNITY TO BETTER INFLUENCE THE WAY PEOPLE PLAN & SHOP FOR BEVERAGES
- What is the overall shopping Path to Purchase including on-line & off-line media?
 - How to influence purchasing decisions (pre-shop, in-shop) leveraging on the most effective touchpoints, at the right time, with the right message?
- Malak Youssef, Western Europe Shopper Marketing Director, The Coca-Cola Company
- 11:50 SPONSOR SESSION**
EXPERIENTIAL SENSING - HOW TO UTILISE SENSING TECHNOLOGY FOR BETTER INSIGHTS
- Discover how low cost connectivity, sensing solutions and smart algorithms enable us to capture more contextual insights, at scale
 - Showcase of how different data sources were combined to tell more holistic user stories
- Johanna Martin, Senior Consultant Technology Strategy, Cambridge Consultants
- 12:30 NETWORKING LUNCH**
- 13:30 CASE STUDY**
BLACKBOX DIGITAL MARKETING: FORESIGHT INTO DIGITAL CONSENT MANAGEMENT IN A FUTURE BLOCKCHAIN-ENABLED PRIVACY WORLD
- BlackBox Digital Marketing, our internal operating definition.
 - Keeping privacy at the heart of new digital marketing techniques.
 - How Blockchain will play a key role in the shift back to individuals claiming their personal information.
 - The industry will need to develop new analytics capabilities to predict preferences based on anonymously-defined behavioral segments
- Julien Pahud, Insights Analytics Capabilities Transformation Lead, Eli Lilly
- 14:10 SPONSOR SESSION**
HOW TO CREATE WINNING B2C PRODUCT AND SERVICE CONCEPTS SMARTER, FASTER AND CHEAPER
- Current challenge in concept creation & testing
 - New smart solution: Oppobot, digital tool for crystallizing & testing concepts- globally
 - Our client use cases and learnings
 - Oppobot vision
- Heli Holttinen, CEO, PHD, Oppobot
- 14:50 NETWORKING COFFEE BREAK**
- 15:20 CLOSING REMARKS FROM THE CHAIRPERSON**
Including a wrap up from Global Executive Events.
- 15:40 BRAIN SPA**
A final brainstorming session to generate new concrete solutions to take home. Working peer-to-peer delegates & speakers will use their collective knowledge and experience to explore how they can apply the concepts discussed over the two-days and generate a deeper understanding to the challenges which they are currently facing.

