

CONGRESS 2008 FRONTIERS

MONTREAL / 22-25 SEPTEMBER



ADVANCE PROGRAMME

WORLD

ESOMAR

RESEARCH

CONGRESS 2008 FRONTIERS

We are pleased to present the advance programme for the 61st ESOMAR Annual Congress, taking place at the Palais des Congrès de Montréal.

Montreal has long acted as a bridge between the old and new worlds. Rich in culture and tradition, it is a lively modern city, bubbling with creativity and innovation – an ideal setting for ESOMAR's first flagship Annual Congress outside Europe. We look forward to exploring new frontiers in research in one of Canada's most dynamic cities.

Online registration is now available, with detailed information on how to book for both the Workshops and the Congress, and information on how to make hotel reservations. Registration fees for full delegates include entry to all Congress sessions and the Exhibition, participation in the social programme and lunch on Monday and Tuesday. Early bird registration fees are available until 30 June 2008.

We are also offering a special one day registration option for the Congress sessions and Exhibition on Tuesday and Wednesday.

If you need any information that you can't find online, please do not hesitate to call our customer service team on **+31 20 589 7800** or email direct to **customerservice@esomar.org**.

We look forward to seeing you in September in Montreal.

PROGRAMME COMMITTEE

Guillermo Oliveto (Committee Chair)
General Manager, CCR Group/IRI, Argentina

Tim Bohling
Vice President, Market Intelligence, IBM
Americas, USA

Anne Kirah
Head, Future Alliance, Denmark

Jean-Marc Léger
President and Economist, Léger Marketing,
Canada

Dave McCaughan
Strategic Planning Director, McCann
WorldGroup, Asia-Pacific, Japan

Elisabeth Vorwerk
Senior Brand Intelligence Advisor,
Beiersdorf (NIVEA brands), Germany

PROGRAMME OVERVIEW

This years Congress theme is FRONTIERS. In particular we will explore FRONTIERS in Society, Technology, Business and Research; FRONTIERS from across the world; and the next FRONTIERS.

Each session and presentation challenges the status quo, focuses on cutting edge thinking and examines innovative and creative ideas. Over 40 international case studies, thought pieces, discussion topics and interactive presentations - enhanced by inspiring keynote speakers - provide a great setting for learning, exchanging and networking.

Enterprise and surprise is the mood of our congress in Montreal.

Programme updates and details of the social and networking programme are available online at www.esomar.org.

For one to one networking at Congress, **SpotMe** will once again be available this year – early registration is advised in order to reserve your networking device.

Sunday, 21 September	Workshop programme
Monday, 22 September	Workshop programme Congress registration Welcome reception
Tuesday, 23 September	Congress and exhibition Lunch Networking drinks
Wednesday, 24 September	Congress and exhibition Lunch Dinner party
Thursday, 25 September	Congress and exhibition end at 13:00 Farewell drinks

ADVANCE PROGRAMME

Tuesday, 23 September

MORNING

FRONTIERS IN BUSINESS: CASE STUDIES (1)

Chaired by *Dave McCaughan, McCann World Group, Asia Pacific, Japan*

Let it flow!

Understanding the impact of equity transfer on brand and corporate positioning
David Pring & Curt Stenger, Ipsos Marketing, USA • Angela Lovejoy, Coca-Cola, USA
Trent Ross, Ipsos Public Affairs, USA

Storytelling with international millionaires

A creative approach to research
Sarah Hamburger, Spring Research, UK
Patricia Lawry, UBS, USA

How Disney bridges the multi-cultural divide

Building trust as a prerequisite for Insight
Paul Caswell, Disney Parks and Resorts, USA
Manila Austin, Communispace, USA

The ROI of customer satisfaction research

A case study proving its value
Phyllis Macfarlane, GfK, UK
James Turner, BT, UK

FRONTIERS IN SOCIETY: PEOPLE

Chaired by *Jean-Marc Léger, Léger Marketing, Canada*

Anticipating tomorrow's societal change today

Kerstin Ullrich & Christian Wenger, GfM, Germany

Is the world really flat?

The impact of wealth, technology and religion on Asian markets

Manish Makhijani, Unilever, Thailand
Sakkina Pittalwala, Flamingo, Singapore

Megacities as the new frontiers

A global consumer lifestyle study
Nick Chiarelli, GfK Roper Consulting, UK

Girls and leadership

Conceptions and aspirations among youth in the U.S.

Nellie Gregorian & William Sandy, Fluent, USA
Kimberlee Salmond, Judy Schoenberg, Michael Conn & Paula Fleshman, Girl Scout Research Institute, USA

AFTERNOON

FRONTIERS IN RESEARCH: CO-CREATION, STORY TELLING AND ACTIVATION

Chaired by *Anne Kirah, Future Alliance, Denmark*

Fuelling Philips' innovation engine

Continuous ideas and feedback from users
Ria Dierikx, Philips Consumer Lifestyle, Netherlands
Andrew Lynch, Communispace, USA

The power of co-creation

How the changing role of the consumer impacts market research
Richard Gehling, Research International, Germany

Loser, hero or human being

Are you ready for emergent truth?
Jochum Stienstra, Ferro MCO, Netherlands
Wim van der Noort, Dutch Ministry of Public Affairs, Netherlands

Assessing shifts in shopper purchase behaviour

How digital media has changed consumer expectations
Philip C. Bonanno, The Leading Edge, Australia

AGM FOR ESOMAR MEMBERS

HOT FRONTIERS

Chaired by *Tim Bohling, IBM Americas, USA*

Chinese frontiers

Now and beyond
Katie Zhou & May Qiu, CRAMQiQ Diagaid International, China • Peter Cooper, CRAMQiQ Group, UK • John Pawle, QiQ International, UK • Simon Patterson, Cram International, UK

Succeeding in a multi-cultural society against a monopolistic brand

How a homegrown Indian brand took on Frito Lays' & won
Anish Rajgopal, Ravi Arun Desai & Shuvadip Banerjee, ITC Foods, India

Can online panels be truly global?

The impact of cultural adaptation on respondents' engagement
Alexander V. Shashkin, Online Market Intelligence, Russia

You can't judge a book by its cover!

A way to tackle the severe acquiescence bias among Arab respondents
Arun Joshi, Sagar Tamang & Himanshu Vashishtha, The Nielsen Company, UAE

THE DISCUSSION HUB

Chaired by *Elisabeth Vorwerk, Beiersdorf, Germany*

The paradox of success

Learning to love failure as pioneers of market research

John Kearon, BrainJuicer, UK

Learning to win

Guaranteed success of innovations by design
Johannes Hartmann, Unilever, Netherlands
Howard R. Moskowitz, Moskowitz Jacobs, USA

THE CLIENT ROUND TABLE

Chaired by *Dave McCaughan, McCann World Group, Asia Pacific, Japan*

By invitation only, this is your opportunity to discuss, exchange ideas, share best practice and explore solutions to the challenges of life on the client side.

Premier Sponsor

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

Gold Sponsor



Wednesday, 24 September

MORNING

FRONTIERS IN TECHNOLOGY

Chaired by *Tim Bohling, IBM Americas, USA*

Mapping the emerging digital frontier

Lee Ryan & Bernice Klaassen, TNS, Singapore

Digital divorce or digital love affair

Understanding consumer needs by breaking down frontiers

Kerstin Klär & Oliver Tabino, Sinus

Sociovision, Germany

Tim Dörflinger, Berlin University of

Technology, Germany

Stefanie Gutknecht, Deutsche Telekom

Laboratories, Germany

Realism in research

Innovative utilization of 3D animation qualitative and quantitative research methodologies

Michael Richarme & John Colias, Decision Analyst, USA

Social graph theories

An alternative to traditional population sampling methods

Guilhem Fouetillou & Anthony Hamelle, linkfluence, France

FRONTIERS IN SOCIETY: SOCIAL RESPONSIBILITY

Chaired by *Guillermo Oliveto, CCR Group/ IRI, Argentina*

The impact of climate change on business

The rise of the green consumer?

Fabián Echegaray, Market Analysis, Brazil

Lloyd Hetherington & Eugene Kritski,

GlobeScan Incorporated, Canada

Yashwant Deshmukh, TeamCVoter, India

Flood warning

Consulting citizens in a time of crisis

Amrita Sood, GfK NOP Social Research, UK

Krishan Lathigra, Central Office of Information,

UK Government • Philippa Makepeace, Cabinet

Office, UK Government

The green shoots of technology

Nokia's response to the demand for eco-friendly brands

Joe Brown, Illuminas, UK

Dave Riley, Nokia, UK

"Global cities forum"

A deliberative research project in seven world cities

Emily Gray, Ipsos MORI International, UK

Julie McQueen, Accenture Institute for Public

Service Value, UK

AFTERNOON

FRONTIERS IN BUSINESS: CASE STUDIES (2)

Chaired by *Elisabeth Vorwerk, Beiersdorf, Germany*

Virgin USA

A 21st century approach to brand development

Melanie Appleby, Nunwood, USA

Julie Cottineau & Julie Peters, Virgin, USA

Sue LaRue, Mullen, USA

Regional adaptation of multinationals

Wal-Mart's Quebec case study

Serge Lafrance, Leger Marketing, Canada

Yanik Deschênes, Wal-Mart, Canada

Terry Flynn, McMaster University, Canada

Media reach

Optimising touch points during the purchase journey

Philippe Jourdan, University of Evry-Val

d'Essonne, France • Luc Wise, Agence V, France

Improving health through research with impact

Tom Holman, Peter Everett & Jonathan Lough,

UltraFeedback, Australia • Colin Jevons,

Monash University, Australia • Jim Irving,

Johnson & Johnson Medical Products, Canada

BRIDGING FRONTIERS

Chaired by *Tim Bohling, IBM Americas, USA*

Rich insights into developing markets

Mike Sherman, Synovate, Hong Kong

A world of chicken flavors

Using ethnography in multi-country studies

Hy Mariampolski, QualiData Research, USA

Michael P. Cook, Givaudan, USA

FRONTIERS IN RESEARCH: MODELLING

Exploring markets with agent-based computer simulations

Roger A. Parker, The Boeing Company, USA

David Perroud, mInd-set, Switzerland

Truth beyond common beliefs

Boosting the validity of conjoint-based modelling

Florian Bauer, Vocatus AG, Germany

THE DISCUSSION HUB

Chaired by *Anne Kirah, Future Alliance, Denmark*

PANEL DISCUSSION

Luxury

The latest frontier for research

Moderated by *Marco Bevolo, Director, Philips Design, Netherlands*
Author, Wharton School Publishing, USA

Where has all the science gone?

Stephen Needel, Advanced Simulations, USA

My Space or yours?

Social networks & researching youth
Claire Hunter & Richard Pickering, 2CV Research, UK

Official Knowledge Partner



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THE DISCUSSION HUB

Chaired by *Dave McCaughan, McCann WorldGroup, Asia Pacific, Japan*

Innovation lab

Welcome to market research 2020

AJ Johnson, Jane Mills & Simon Gallagher, Ipsos Interactive Services, UK

Thursday, 25 September

MORNING

FRONTIERS IN RESEARCH: UNSPOKEN

Chaired by *Anne Kirah, Future Alliance, Denmark*

Getting animated about emotion

The new frontier
David Penn, Conquest Research, UK

The ultimate sensory experience

A challenge for business
Bertil Hultén, Baltic Business School, Sweden

Digital video at the service of research

Non verbal communications to access the consumers' subconscious
Franck Saunier, Ariane Lacas & François Abiven, Reperes, France
Marie-Claire Renard, Danone, France

Pushing the Envelope

Studying consumers' interaction with new media
Beth Uyenco, Microsoft Corporation, USA
Graceann Bennett, Ogilvy Mather, USA

FRONTIERS...AND BEYOND...

Chaired by *Jean-Marc Léger, Léger Marketing, Canada*

Reaching through the crystal ball

Paul Stamper, TNS, UK
David Palmer, Affinion International, UK

Between a rock and a hard place

Steve Nuttall, YouGov, UK
Tony Dent, Sample Answers, UK

Crossing the frontier

The fusion of research, consulting and creativity
René Kaufmann, GIM, Germany
Godehard Wakenhut, GIM Suisse, Switzerland

The keynote address from ESOMAR congress 2038

Teddy Langschmidt, Hotspex, Canada

WORKSHOPS

For full details on the content of the workshops and for the prices and registration, please visit our website www.esomar.org

SUNDAY 21 SEPTEMBER & MONDAY 22 SEPTEMBER

SEMIOTICS (2 days)

Cultural insight for enhanced communication

Virginia Valentine, Partner, Semiotic Solutions, UK • *Malcolm Evans, Founding Partner, Space Doctors, UK*

MONDAY 22 SEPTEMBER

ADVANCED QUANTITATIVE TECHNIQUES Understanding where the leading edge is, and how to use it

Jon Pinnell, President & COO, MarketVision Research, USA
Ray Poynter, Director, Virtual Surveys, UK

ADVANCES IN MARKET SEGMENTATION Making better decisions

Steven Cohen, Partner, In4mation Insights, USA

THE DISCUSSION HUB

Chaired by *Elisabeth Vorwerk,
Beiersdorf, Germany*

Kuschel, kuschel, kuschel

About the role of brands in a
'philanthropic' world order

*Hans-Bert Matoul, Stefan Hagl &
Michael Wittenberg, H,T,P, Concept,
Germany*

CREATIVITY

Finding better ideas and more powerful solutions

Linda Caller, Managing Director, Thought Agents, UK • Sandra Minnee, Managing Director, Professional Strategies, Netherlands

CURRENT AND EMERGING TRENDS IN QUALITATIVE RESEARCH

What is affecting our daily work?

*Sharon Dimoldenberg, Director, GfK, UK
Judy Langer, President, Langer Qualitative, USA*

DEVELOPING TALENT

The skills needed for evidence based consultancy

DVLSmith, Director, DVL Smith Group, UK

INSIGHT GENERATION

Understanding insight driven innovation

Johannes Hartmann, Vice President Consumer and Market Insight, Unilever, Netherlands

THE ULTIMATE DEAL

Selling your company

Hartmut Kiock, M&A and Investment Advisor, Kiock, Hampf & Partners, Munich and Paris • Werner Hampf, M&A and Investment Advisor, Kiock, Hampf & Partners, Munich and Paris

WEB 2.0 RESEARCH & BEYOND

All you wanted to know about web 2.0 and... all you didn't know you wanted to know

*Philip de Wulf, Managing Fellow, Lead Strategist @ Psilog, Belgium
Niels Schillewaert, Managing Partner, InSites Consulting, Belgium*

EXHIBITORS

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AIP Corporation
ALES Market Research Srl
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Centurion Marketing Systems
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REGISTRATION

PAYMENT	CONFERENCE		WORKSHOPS			
	ESOMAR Members*	Non-Members	ESOMAR Members*		Non Members	
			1 day	2 days	1 day	2 days
Until 30 Jun '08	€1160	€1530	€630	€925	€810	€1295
1 Jul - 29 Aug '08	€1345	€1715	€720	€1110	€900	€1480
After 29 Aug '08	€1530	€1900	n/a	n/a	n/a	n/a

*Membership to ESOMAR is on an individual basis only.

CANCELLATION If you are unable to attend, a substitute may attend in your place. Please note, however, that the status of the replacement delegate (member/non-member) may affect the original fee charged. Cancellations must be received by ESOMAR in writing. The following charges will apply irrespective of whether the registration fees have been paid or not:

	CONFERENCE	WORKSHOP
Until 30 Jun '08	No charge. Full refund given	
After 1 Jul '08	Cancellation charge €400	Cancellation charge €200

Full Congress Fee includes

- Entrance to all sessions and Exhibition Area
- Welcome reception on evening of Monday, 22 September
- Lunch on Tuesday 23 and Wednesday 24 September
- Dinner party on evening of Wednesday, 24 September
- Session papers (not presentations)

Congress Day Ticket available

If you are interested in attending for one day only, you can order a day ticket for **€950** to attend either Tuesday 23 September or Wednesday 24 September

Congress Academic Ticket available

Congress registration fee for fulltime academics is only **€720**. For more information please Contact: customerservice@esomar.org or call **+31 20 589 7800**.

Group Bookings

If 5 colleagues or more from your company wish to attend this event, you can contact customerservice@esomar.org for special group bookings.

- The congress and workshops registration form is available online at www.esomar.org
- If you are unable to register online, please email customerservice@esomar.org or phone **+31 20 589 7800** between 09:00 and 18:00 (CET) and we will be happy to arrange your registration for you.

MEMBERSHIP

With 5,000 members in over 100 countries, our membership brings together professionals in market and opinion research, marketing, advertising and media all over the world. Please contact our customer service team by email customerservice@esomar.org or phone **+31 20 5897 800** to find out more about membership benefits. Or visit www.esomar.org

Members joining for the period 1 January to 31 December 2008 can apply now and already enjoy the reduced member registration fees offered until 11 April.

ESOMAR reserves the right to alter or cancel without prior notice, any of the arrangements relating directly or indirectly to the event, for any circumstances beyond ESOMAR's reasonable control. ESOMAR will not accept liability for any losses and/or damage participants may suffer on account of alteration or cancellation. Participants and accompanying persons are advised to arrange travel and health insurance.

www.esomar.org

REGISTER ONLINE NOW

ESOMAR is the world organisation for enabling better research into markets, consumers and societies.

With 5000 members in over 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

To facilitate this ongoing dialogue, ESOMAR creates and manages a comprehensive programme of industry-specific and thematic events, publications and communications, as well as actively advocating self-regulation and the worldwide code of practice.