



## Program-at-a-Glance

PROGRAM

### Sunday, October 4

12:00–7:00 pm	<b>Conference Registration</b> • Center North Counter, Desert Ballroom Foyer
4:00–5:00 pm	<b>Social Media Bootcamp</b> • Desert Ballroom, Salon 5
5:00–5:30 pm	<b>New Attendee Orientation</b> • Desert Ballroom, Salon 6
5:30–7:00 pm	<b>Opening Reception, Networking and Exhibits</b> • Desert Ballroom

Exhibit Hall  
open  
5:30–7:00 pm  
Sunday

### Monday, October 5

7:30 am–7:00 pm	<b>Conference Registration</b> • Center North Counter, Desert Ballroom Foyer
7:30–8:00 am	<b>Continental Breakfast</b> • Desert Ballroom
8:00–8:20 am	<b>Conference Opening</b> • Springs Ballroom, Salons G–L
8:20–9:05 am Springs Ballroom, Salons G–L	<b>Expect the Unexpected</b> Sheryl Connelly, Global Trends and Futuring, Ford Motor Company
9:05–9:50 am Springs Ballroom, Salons G–L	<b>Deviant Leadership for Researchers</b> Greg Reid, CMO, YRC Worldwide
9:50–10:10 am	<b>Refreshment Break</b> • Desert Ballroom
10:10–10:55 am Springs Ballroom, Salons G–L	<b>You Can't Be Brilliant Alone: How to Achieve Influence Without Authority through Effective Collaboration</b> Chris Frank, VP Global Marketplace Insights, American Express
10:55–11:40 am Springs Ballroom, Salons G–L	<b>Don't Let the Recession Go to Waste: Innovation Strategies to Help You Make the Most of the Economic Downturn</b> Bill Fairfield, CEO, Infogroup
11:40 am–1:20 pm	<b>Lunch with Roundtable Discussions/Exhibit Hall Activities</b> • Desert Ballroom  <b>Virtual "Venues" for Conducting Qualitative Research – An Interactive Discussion</b> Jeff Adler, Centrac Research  <b>A Case Study from Batesville Casket Company: How to Determine the Optimal Combination of Features and Price Points to Maximize Revenues</b> Gayle Lloyd, Market Research and Competitive Intelligence, Batesville Casket Company Chris Diener, LRW  <b>Integrating the Voice of the Customer to Drive Business Performance</b> Robin Casale, Operations Manager, American Water Linda Shea, SV Global Managing Director Customer Strategies, ORC  <b>Help! How Do I Market Myself in Today's Economy?</b> Karen Morgan, Morgan Search
1:20–2:05 pm Springs Ballroom, Salons G–L	<b>Social Media and Research</b> Mike Hess, EVP Research, Marketing Science & Consumer Insights, Carat.com
2:05–2:50 pm Springs Ballroom, Salons G–L	<b>Using Human &amp; Cultural Insights to Anticipate Consumer Desires</b> Tom Laforge, Global Director of Insights, Creativity and Ideas, The Coca Cola Company
2:50–3:10 pm	<b>Refreshment Break</b> • Desert Ballroom
3:10–3:55 pm Springs Ballroom, Salons G–L	<b>Know When to Hold Them – Know When to Fold Them</b> Andrew Baird, VP Marketing US Convenience, BP
3:55–4:40 pm Springs Ballroom, Salons G–L	<b>Why Management Doesn't Listen to You Like You Think They Should</b> Jack Wakshlag, Chief Research Officer, TimeWarner/Turner Broadcasting

Exhibit Hall  
open  
7:30 am–7:00 pm  
Monday

<p><b>4:40–5:20 pm</b> Springs Ballroom, Salons G–L</p>	<p><b>Interactive Panel Session: Research in Dynamic Industries</b> <i>Moderator:</i> Curt Fedder, Research Consultant <i>Participants:</i> David Mucha, VP of Market Research, United Healthcare Randall Zeese, Executive Director for Business Research, AT&amp;T</p>
---	---

<p><b>5:20–7:00 pm</b></p>	<p><b>Networking Reception and Exhibits • Desert Ballroom</b></p>
----------------------------	---

**Tuesday, October 6**

<p><b>7:30 am–5:20 pm</b></p>	<p><b>Conference Registration • Center North Counter, Desert Ballroom Foyer</b></p>
-------------------------------	---

<p><b>7:30–8:00 am</b></p>	<p><b>Continental Breakfast • Desert Ballroom</b></p>
----------------------------	---

<p><b>8:00–8:45 am</b> Springs Ballroom, Salons G–L</p>	<p><b>Be Fascinating</b> Sally Hogshead, Author of <i>Radical Careering</i></p>
---	---

<p><b>8:45–9:00 am</b> Springs Ballroom, Salons G–L</p>	<p><b>Charles Coolidge Parlin Award Presentation</b></p>
---	--

<p><b>9:00–9:45 am</b> Springs Ballroom, Salons G–L</p>	<p><b>Don't Look Back, Anticipate Instead – Forecasting Changes in the Marketplace</b> Ravi Parmeswar, VP Global Consumer and Marketplace Insights, Citi Group</p>
---	--

<p><b>9:45–10:05 am</b></p>	<p><b>Refreshment Break • Desert Ballroom</b></p>
-----------------------------	---

<p><b>10:05–10:50 am</b> Springs Ballroom, Salons G–L</p>	<p><b>Market Research, Blogs, Social Networks and Community: Building or Leveraging Communities to Tap for Market Insights</b> Mike Masnick, CEO, Floor64.com</p>
---	---

<p><b>11:00–11:40 am</b> Desert Ballroom, Salons 1–6</p>	<p><b>Unconference Sessions: You Want It – We Delivered</b> Audience and speakers are able to discuss relevant issues and hot topics identified by attendees during the conference</p>
--	--

<p><b>11:40 am–1:20 pm</b></p>	<p><b>Lunch with Roundtable Discussions/Exhibit Hall Activities • Desert Ballroom</b>  <b>Maximizing Results: Using Marketing Research More Effectively to Drive Decisions and Actions</b> Dr. Randall Brandt, Vice President Customer Experience and Loyalty, Maritz  <b>Creative Cost Containment Strategies</b> Marisa Pope, Marketing Director GroupNet  <b>How to Evaluate New Suppliers</b> Eliot Roth, Senior Manager Pet Custom Research, Del Monte  <b>Anticipate the Future: Are We There Yet? Consumer Trends Driving the What, When and How of Business Recovery. What Will This Look Like?</b> Alastair Bruce, EVP Business Development, Gfk Custom Research</p>
--------------------------------	---

**30th  
Anniversary  
Special  
Lunch!**

**Exhibit Hall  
open  
7:30 am–1:20 pm  
Tuesday**

<p><b>1:20–2:00 pm</b> Desert Ballroom, Salons 1–2</p>	<p><b>CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS</b>  <b>Abolish Traditional Market Research Presentations: Tap Your Company's Multiple Intelligences to Engage ALL Stakeholders</b> Michael Browning, President, Bluewater Learning Ann Semeraro, Senior Manager – Consumer Insights, Levi Strauss</p>
--	--

<p>Desert Ballroom, Salons 3–4</p>	<p><b>Surviving this Recession: How Your Research Approach Must Change</b> Jamie Baker-Prewitt, Senior VP, Burke, Inc.</p>
--	--

<p><b>1:20–2:50 pm</b> Desert Ballroom, Salons 5–6</p>	<p><b>Interactive Workshop – Career Outlook 2010 and Beyond</b> Ravi Misquitta, Director of Research and Analytics, Barclays Global Investors Karen Morgan, CEO, Morgan Search Chris Frank, Vice President, Global Marketplace Insights, American Express</p>
--	---

<p><b>2:10–2:50 pm</b> Desert Ballroom, Salons 1–2</p>	<p><b>CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS</b>  <b>State of the No Fly Zone 2009: Virtual "Venues" for Conducting Qualitative Research</b> Jeff Adler, President, Centrac Research</p>
--	---

<p>Desert Ballroom, Salons 3–4</p>	<p><b>New Technologies as a Means of Bettering Data Quality and Respondent Experience</b> Ron Franscella, Senior Vice President Sales, Greenfield Online</p>
--	--

<b>2:50–3:00 pm</b>	<b>Refreshment Break • South Foyer</b>
<b>3:00–3:40 pm</b>	<b>CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS</b>
<i>Desert Ballroom, Salons 1–2</i>	<b>Business Impact of “Bad” Survey Design and “Bad” Respondents on Large Corporations</b> Michael Conklin, Chief Methodologist, MarketTools
<i>Desert Ballroom, Salons 3–4</i>	<b>Harnessing Emotions to Understand Consumers</b> Carl Marci, CEO, Innerscope Research
<b>3:00–4:30 pm</b>	<b>Interactive Workshop: Charts Worth a 1000 Words – Super Charging Your Presentation</b> Robert Adams, VP Marketing, American Funds
<b>3:50–4:30 pm</b>	<b>CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS</b>
<i>Desert Ballroom, Salons 1–2</i>	<b>Save Your Money, Your Job and Your Brand with Business-Focused Marketing Research</b> Peter Krieg, CEO, Copernicus Marketing
<i>Desert Ballroom, Salons 3–4</i>	<b>How to Use Research 2.0 to Reduce Market Research Costs and Improve Effectiveness</b> Jeffrey Henning, Chief Sales Officer, Vovici
<b>4:40–5:20 pm</b>	<b>CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS</b>
<i>Desert Ballroom, Salons 1–2</i>	<b>There Are More Ways than Ever to Listen to Consumers, but What Are We Actually Hearing?</b> Sean Holbert, EVP Client Services, KL Communications
<i>Desert Ballroom, Salons 3–4</i>	<b>Deciphering Innovation Patterns to Find Tomorrow's Opportunity Space</b> Elliot Rossen, Executive Vice President, GfK Group
<b>4:40–5:20 pm</b>	<b>Interactive Panel: Global Research</b> <i>Moderator:</i> Mike Nash, CEO, KS&R <i>Participants:</i> Shari Neuman, Global Director of Research, Georgia-Pacific Jeff Hunter, Consumer Insights Director, Innovation Toolkit and Cereal Partners, General Mills Rose Cameron, Chief Strategy Officer, Euro RSCG
<b>8:30–10:00 pm</b>	<b>AMA After Dark – Networking Event • Springs Poolside</b>
<b>Wednesday, October 7</b>	
<b>7:30–11:15 am</b>	<b>Conference Registration • Center North Counter, Desert Ballroom Foyer</b>
<b>7:30–8:00 am</b>	<b>Continental Breakfast • Foyer</b>
<b>8:00–8:45 am</b>	<b>Conquering the Complexities of Research in Business Markets</b> Barb Murphy, President, Strategic Spark
<b>8:45–9:30 am</b>	<b>Finding Out What You Don't Know: Top 10 Things Researchers Don't Realize About Research</b> David Weinberger, VP of Insights, Georgia-Pacific
<b>9:30–9:45 am</b>	<b>Refreshment Break • Foyer</b>
<b>9:45–10:30 am</b>	<b>To Price or Not to Price, That Is the Question: Predicting the Effect of Price Increases – A Non-Technical Explanation</b> Eliot Roth, Senior Manager Pet Custom Research, Del Monte
<b>10:30–11:30 am</b>	<b>What Next? Conference Wrap-Up, Lessons Learned and Key Takeaways from the Blogosphere</b> Mike Brown, Conference Chair & VP Marketing Strategy, YRC Worldwide
<b>11:30 am</b>	<b>Conference Adjourns</b>



# Full Conference Program

## Core Themes

### Inspiring Success

What are the skills needed to excel as business leaders in today's world? Get the answers to this question and more in sessions that address:

- Personal development
- Career management
- Leadership skills
- Innovation

### Maximizing Results

How can we better utilize and take advantage of current marketing research skills and techniques to be prepared for the future and ensure business success? Sessions will address:

- Research techniques
- Research knowledge
- Business understanding
- Research tools

### Anticipating the Future

What is coming in the world of marketing research? How can we prepare for the future? These sessions will help you realize new opportunities and take advantage of:

- New research techniques, models and tools
- Economic and marketplace trends
- Industry outlook

## Sunday, October 4

12:00–7:00 pm

**Conference Registration** • Center North Counter, Desert Ballroom Foyer

4:00–5:00 pm

Springs Ballroom,  
Salon D

### Social Media Bootcamp

Join us for a crash course on twitter and blogs. This brief session, open to all attendees, will walk attendees through the user basics and discuss how to get more out of your experience at the conference through these social media vehicles.

**Exhibit Hall  
open  
5:30–7:00 pm  
Sunday**

5:00–5:30 pm

Springs Ballroom,  
Salon E

### New Attendee Orientation

If you are interested in meeting other first-time attendees and hearing how to make the most of this conference, the AMA invites you to attend this special welcome orientation hosted by members of the AMA Marketing Research Council.

5:30–7:00 pm

Desert Ballroom

### Opening Reception, Networking and Exhibits

Explore the exhibits and network with sponsors, exhibitors and peers. Be sure to collect stamps on your bingo card for a chance to win exciting prizes.

## Monday, October 5

7:30 am–7:00 pm

**Conference Registration** • Center North Counter, Desert Ballroom Foyer

7:30–8:00 am

**Continental Breakfast** • Desert Ballroom

8:00–8:20 am

Springs Ballroom,  
Salons G–L

### Conference Opening

Join us as we kick off an exciting conference designed to help you maximize results—now and in the future.

**Exhibit Hall  
open  
7:30 am–7:00 pm  
Monday**

8:20–9:05 am

Springs Ballroom,  
Salons G–L

### Expect the Unexpected

*Sheryl Connelly, Global Trends and Futuring, Ford Motor Company*

All too often, marketers are surprised by shifts in the marketplace, which, in retrospect, they should have seen coming. This is because most marketers spend their time thinking about the areas where they have the most comfort and control—their own field or organization. They think from the inside—the things they can control—out to the world they would like to shape.

In this session, Sheryl Connelly will discuss how the concept of control has never been more elusive than in today's highly fragmented, consumer-driven, volatile global economy. And, how if you want to learn to expect the unexpected, you have to begin by exploring the areas over which you have no control or influence. Only when you understand the consumer trends that are outside of your control, can you begin to understand the implications for the industry, companies and customers.

*Ms. Connelly's key responsibility for the last five years has been to create a Center of Excellence for global consumer trend insights and futuring mindset that can support and inform strategy, design, product development, business and marketing functions throughout Ford Motor Company.*

Core Themes	Inspiring Success	Maximizing Results	Anticipating the Future
<p><b>9:05–9:50 am</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>Deviant Leadership for Researchers</b></p> <p><i>Greg Reid, CMO, YRC Worldwide</i></p> <p>Researchers live in a world of samples, surveys and statistics. Bosses don't. So how do you translate your solid, detailed work into information the boss will hear, understand and use to move the company in a different direction? Deviant Leadership gives you a fresh perspective and a proven approach.</p> <p>Greg Reid's engaging, thought-provoking session will help you:</p> <ul style="list-style-type: none"> <li>• Embrace Deviant Leadership principles and learn how to be an effective change agent in your company</li> <li>• Apply the "8 Ps" of change and transformation to your company, your career and your life</li> <li>• Get ready for what's next!</li> </ul> <p><i>Mr. Reid is responsible for developing solutions that leverage the services of all the YRC Worldwide companies. He is also responsible for brand and marketing strategy for YRC Worldwide and its operating subsidiaries, including Yellow Transportation, Roadway, Reimer Express, USF, New Penn and YRC Logistics.</i></p>		
<p><b>9:50–10:10 am</b></p>	<p><b>Refreshment Break • Desert Ballroom</b></p>		
<p><b>10:10–10:55 am</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>You Can't Be Brilliant Alone: How to Achieve Influence Without Authority through Effective Collaboration</b></p> <p><i>Chris Frank, VP Global Marketplace Insights, American Express</i></p> <p>Do you have a seat at the table? Do you wonder why not? In this session, Chris Frank will share different approaches on how to successfully deliver market research to shape business decisions. To truly inspire action from research requires orchestration, syndication, and collaboration. Easily said, hard to do. The reality is, you face aggressive timeliness, multiple stakeholders and shifting objectives. This is not going to change. As a discipline, you collect the freshest data, capture the voice of the customer, and have access to the unique capabilities from our research agencies. By examining how these elements can be brought together, you will walk away with practical techniques in your toolkit to enable richer insights and to be invited to have a seat at the table.</p> <p><i>Mr. Frank is responsible for leading B2B insights and global research supplier strategy and operations. His primary initiatives include: Satisfaction, Market Opportunity Assessment, Cardmember Attitudes, Usage and Awareness and Value Proposition research. He has received several awards, including The Wall Street Journal Achievement Award for his vision, drive and innovative approach within the technology, consumer and service industries.</i></p>		
<p><b>10:55–11:40 am</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>Don't Let the Recession Go to Waste: Innovation Strategies to Help You Make the Most of the Economic Downturn</b></p> <p><i>Bill Fairfield, CEO, infoGROUP</i></p> <p>The most successful companies know that bad economic times are often the best times to invest in innovation, to both grow their way out of the downturn and to prepare for accelerated growth once the better times return. In this session Bill Fairfield will discuss:</p> <ul style="list-style-type: none"> <li>• Finding technological inspiration to drive innovation</li> <li>• Going beyond customer feedback to uncover the needs customers didn't even know they had</li> <li>• Keeping abreast of the competition—should you go where they are or should you go where they're not?</li> <li>• Smart strategies to gather the market intelligence to fuel innovation without breaking the budget</li> <li>• How innovations introduced during recessions changed industries and turned lagging organizations into leaders</li> </ul> <p><i>Mr. Fairfield was named CEO of infoGROUP in August 2008. infoGROUP is the leading provider of business and consumer databases for sales leads and mailing lists, database marketing services, data processing services, and sales and marketing solutions. Prior to accepting the CEO position, Mr. Fairfield served as a Director of the Company since November 2005 and as Chairman of the Board since July 2008.</i></p>		

Core Themes	Inspiring Success	Maximizing Results	Anticipating the Future
<p><b>11:40–1:20 pm</b></p>	<p><b>Lunch with Roundtable Discussions/Exhibit Hall Activities • Desert Ballroom</b></p> <p><b>Virtual “Venues” for Conducting Qualitative Research – An Interactive Discussion</b> Jeff Adler, Centrac Research</p> <p><b>A Case Study from Batesville Casket Company: How to Determine the Optimal Combination of Features and Price Points to Maximize Revenues</b> Gayle Lloyd, Market Research and Competitive Intelligence, Batesville Casket Company Chris Diener, LRW</p> <p><b>Integrating the Voice of the Customer to Drive Business Performance</b> Robin Casale, Operations Manager, American Water Linda Shea, SV Global Managing Director Customer Strategies, ORC</p> <p><b>Help! How Do I Market Myself in Today’s Economy?</b> Karen Morgan, Morgan Search</p>		
<p><b>1:20–2:05 pm</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>Social Media and Research</b></p> <p><i>Mike Hess, EVP Research, Marketing Science &amp; Consumer Insights, Carat.com</i></p> <p>In this presentation, Mike Hess will focus on how media agencies are responding to the new touch points in general, and to social media—especially social networks—in particular. The session will include a focus on multimedia campaigns. Just because social media are now available, doesn’t mean that they will be used by themselves, but rather as part of a broader media plan that tries to find the right combination of classic and online/social media.</p> <p><i>Mr. Hess oversees the research, analytics and insights division for Carat in the U.S. Before joining Carat, he was Global Research Director at OMD, where he introduced tools that fused psychographic segmentation with media consumption. He also conducted a number of global studies with partners such as Yahoo! and AOL’s Platform A. Today’s media landscape is getting more complex every day. The number of media “touch points” keeps increasing through new forms of technology, including social media. In turn, today’s media agency has to adapt to this situation in a responsible, “media neutral” manner.</i></p>		
<p><b>2:05–2:50 pm</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>Using Human &amp; Cultural Insights to Anticipate Consumer Desires</b></p> <p><i>Tom Laforge, Global Director of Insights, Creativity and Ideas, The Coca-Cola Company</i></p> <p>How do you prepare to interact with tomorrow’s people? How do you make the future flow your way? Join Tom Laforge for a discussion of how The Coca-Cola Company enhances its consumer research capabilities with a far-reaching understanding of macro trends, values and emerging worldviews. Employing a socio-historic approach, Mr. Laforge explains today’s consumer world in terms of past developments and then attempts to forecast how brands and companies should prepare for an excitingly different and ever changing marketplace.</p> <p><i>Mr. Laforge uses global human and cultural insights to help guide the development of portfolio and M&amp;A strategies, brand, product and package creation, and new communications. In over 30 countries, he has explored such topics as the meaning of well-being, sports and fitness and vitality.</i></p>		
<p><b>2:50–3:10 pm</b></p>	<p><b>Refreshment Break • Desert Ballroom</b></p>		
<p><b>3:10–3:55 pm</b></p> <p>Springs Ballroom, Salons G–L</p>	<p><b>Know When to Hold Them – Know When to Fold Them</b></p> <p><i>Andrew Baird, VP Marketing US Convenience, BP</i></p> <p>Drawing on over 23 years of marketing experience across the globe, Andrew Baird will discuss the need and role research plays in guiding the development of marketing activities and programs. Yet how disastrous that same research can be when it’s misinterpreted or misunderstood. Mr. Baird will cite his own experiences having worked in various countries around the world including New Zealand, Australia and the U.S., and provide views on the marketing ingredients necessary to ensure success in the marketplace.</p> <p><i>Mr. Baird is responsible for the marketing efforts of the BP and AMPM retail brands, which include over 1,500 stores across the U.S. He has led the very successful launch of the AMPM convenience brand to eight new markets in six eastern states. Before joining BP in 1986, Mr. Baird held a number of operational and marketing positions in New Zealand, Australia, and the US and with BP’s Global Brand Marketing and Innovation team.</i></p>		

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

3:55–4:40 pm

Springs Ballroom,  
Salons G–L

**Why Management Doesn't Listen to You Like You Think They Should**

*Jack Wakshlag, Chief Research Officer, TimeWarner/Turner Broadcasting*

Remember the last career-making, company-changing idea that you had? What happened to it? Chances are it was lost somewhere between your desk and the ears/eyes of your manager. In his session, Jack Wakshlag will give advice and insight on how to obtain management buy-in, how to understand what they want and how to deliver it. He will also illustrate the importance, as a manager, of listening to your employees, particularly in changing times, where budgets are tight and strong employees with new ideas can be the driving force in your organization.

*Mr. Wakshlag oversees all research supporting TBS's strategic development, marketing, distribution and ad sales. In addition, he is responsible for research supporting Turner initiatives in innovation, online metrics and new delivery platforms. Mr. Wakshlag is a member of the CTAM Research Committee and is a Steering Committee Member of the Board of The Council for Research Excellence. He has served on the boards of directors of The Advertising Research Foundation, the Broadcast Education Association and the editorial board of The Journal of Broadcasting and Electronic Media.*

4:40–5:20 pm

Springs Ballroom,  
Salons G–L

**Interactive Panel Session: Research in Dynamic Industries**

Moderator:

*Curt Fedder, Research Consultant*

Participants:

*David Mucha, VP of Market Research, United Healthcare*

*Randall Zeese, Executive Director for Business Research, AT&T*

This interactive discussion will include perspectives on current and future research shifts in industries that are undergoing tremendous change due to trends in economics, consumer behaviors and technologies. Hear from the trenches what you can do to prepare and protect yourself for impactful changes in any industry.

*Curt Fedder's areas of expertise are in Brand Tracking, Customer Satisfaction and Building Market Research Capabilities. He is formerly Director of Global Customer Insights for BP and Director of Market Research for Houghton Miffling Harcourt. A career market research professional, he has conducted research on CPG, Retail and B2B brands. Mr. Fedder began his career working of FMCG (Kraft, Alberto-Culver) and in recent years has been applying his CPG experience in other categories including gasoline, convenience store and educational programs.*

5:20–7:00 pm

Desert Ballroom

**Networking Reception and Exhibits**

Catch up with colleagues, make new connections or just simply unwind at tonight's evening reception. Fantastic appetizers, drinks and fun exhibit hall activities will all be provided.

# Tuesday, October 6

7:30 am–5:20 pm

**Conference Registration** • Center North Counter, Desert Ballroom Foyer

7:30–8:00 am

**Continental Breakfast** • Desert Ballroom

8:00–8:45 am

Springs Ballroom,  
Salons G–L

**Be Fascinating**

*Sally Hogshead, Author of Radical Careering*

Why are you attracted to certain people and brands, but not others? Why do you vividly remember specific moments in your life, whereas others go unnoticed? Why do certain conversations convince you to change your opinion, while most get filed into your mental spam filter? Fascination! Anything can become fascinating, anything at all, by activating one of the seven triggers: Power, Lust, Mystique, Prestige, Alarm, Vice and Trust. By mastering the seven triggers, your ideas become more memorable. Your communication becomes more compelling. Your marriage becomes more lasting. And you become more influential with anyone from your clients to your children. In this not-to-be-missed session, Sally Hogshead will reveal how to fascinate the world around you.

Continued on next page »

PROGRAM

Exhibit Hall  
open  
7:30 am–1:20 pm  
Tuesday

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

**Continued from previous page »**

*In her second year in advertising, Ms. Hogshead won more awards than any other writer in the U.S. and was called "the most successful junior copywriter of all time." She went on to work with world-class brands such as Nike, Target, Starbucks and Coca-Cola. Today, she is an author and nationally acclaimed marketing expert. Ms. Hogshead has shared her insights on The Today Show, ABC, CBS and in The New York Times, and she has been honored by the Smithsonian Museum of American History and received the \$100,000 Kelly Award Grand Prize. The press has described her as a "marketing icon" who has "changed the face of North American advertising."*

8:45–9:00 am

Springs Ballroom,  
Salons G–L

**Charles Coolidge Parlin Award Presentation**

Funded by the generous contributions of the American Marketing Association Foundation, this award is the oldest and most distinguished in the field, honoring Charles Coolidge Parlin by recognizing distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time.

9:00–9:45 am

Springs Ballroom,  
Salons G–L

**Don't Look Back, Anticipate Instead – Forecasting Changes in the Marketplace**

*Ravi Parmeswar, VP Global Consumer and Marketplace Insights, Citi Group*

Do you find yourself looking back and thinking "I should have seen this and I should have done that?" In his session, Ravi Parmeswar will discuss how market researchers can understand and then overcome the major flaws in the way most companies forecast changes in the marketplace. In particular, how companies and individuals can track information, react to indicators and identify cycles to anticipate changes and stay ahead of the curve.

*Mr. Parmeswar works with Citi's business units throughout the world to build a best-in-class products, service and marketing. Ravi joined Citi in 2007, bringing with him over 20 years of experience in the fields of Consumer Insights, Market Research, Strategic Planning, Product Development and Consulting.*

9:45–10:05 am

**Refreshment Break • Desert Ballroom**

10:05–10:50 am

Springs Ballroom,  
Salons G–L

**Market Research, Blogs, Social Networks and Community: Building or Leveraging Communities to Tap for Market Insights**

*Mike Masnick, CEO, Floor64.com*

In this session, Mike Masnick will examine how online communities and social media are changing the nature of market research. How you, as market researchers, can adapt to these changes, embrace them, and use them to your competitive advantage. And how you can use social media to prepare for the future and What's Next in today's changing world.

*Mr. Masnick is the founder and CEO of Floor64, which has built a series of insight platforms that inspire, inform and help companies innovate. He helped build the core idea into a successful company, recruiting the management team and providing the strategic vision. His insight into the realms of business, marketing, technology economics and public policy are the basis for his frequent posts to the award-winning Techdirt blog, which was launched in 1997.*

11:00–11:40 am

Desert Ballroom,  
Salons 1–6

**Unconference Sessions: You Want It – We Delivered**

Audience and speakers are able to discuss relevant issues and hot topics identified by attendees before the conference

11:40 am–1:20 pm

**Lunch with Roundtable Discussions/Exhibit Hall Activities • Desert Ballroom**

**Maximizing Results: Using Marketing Research More Effectively to Drive Decisions and Actions**

Dr. Randall Brandt, Vice President Customer Experience and Loyalty, Maritz

**Creative Cost Containment Strategies**

Marisa Pope, Marketing Director GroupNet

**How to Evaluate New Suppliers**

Eliot Roth, Senior Manager Pet Custom Research, Del Monte

**Anticipate the Future: Are We There Yet? Consumer Trends Driving the What, When and How of Business Recovery. What Will This Look Like?**

Alastair Bruce, EVP Business Development, Gfk Custom Research

30th  
Anniversary  
Special  
Lunch!

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

1:20–2:00 pm

**CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS**

Desert Ballroom,  
Salons 1–2

**Abolish Traditional Market Research Presentations: Tap Your Company's Multiple Intelligences to Engage ALL Stakeholders**

*Michael Browning, President, Bluewater Learning*

*Ann Semeraro, Senior Manager – Consumer Insights, Levi Strauss*

Market researchers face a universal challenge: how to make stakeholders act on their research findings and improve company performance. At the critical point of sharing key research findings, most researchers fall back on traditional, pedantic presentation methods. Stakeholders are commonly subjected to endless PowerPoint slides of mind-numbing data and research results. Is it any wonder that at the end of traditional market research presentations, tuned-out participants learn little and act on even less?

In this session, you will actively discover five methods for igniting stakeholder engagement and learning during market research presentations. These techniques will not only be explained in the session, but you will actually experience them firsthand via small group activities. You will leave the session inspired to rethink how you present research findings so all stakeholders truly understand and are committed to acting on research results.

**Surviving this Recession: How Your Research Approach Must Change**

*Jamie Baker-Prewitt, Senior VP, Burke, Inc.*

Unless you live under a rock—or on a different planet—today's unprecedented economic conditions are ubiquitous. This fiscal crisis impacts virtually every decision you make and action you take within your organization, both now and for the foreseeable future. That is why firms need help reducing the risks associated with poor resource allocation and unintelligent prioritization of marketing initiatives. During this session you will learn how to:

- Optimize research budgets to meet organizational goals while preserving mission-critical connections to customers and prospects
- Anticipate future changes in consumer behaviors related to brand loyalty, channel usage, and responsiveness to marketing messages and promotions
- Uncover the impact of the economy on consumers' orientations and behaviors in the following arenas:
  - » Consumer responsiveness to innovation
  - » Market segment stability, segment size, and changes in the effectiveness of targeting tactics
  - » Customer switching behaviors
  - » Price elasticity
  - » Relevance of general and specific brand/product positioning
  - » Changes in channel preferences

Research conducted by Burke can help you weather this storm and emerge whole and vibrant as an organization and as a brand. Ensure that your organization's brands survive; do not let your brands become one of the many casualties along the long road to recovery.

Desert Ballroom,  
Salons 3–4

1:20–2:50 pm

**Interactive Workshop: Career Outlook 2010 and Beyond**

Desert Ballroom,  
Salons 5–6

*Ravi Misquitta, Director of Research and Analytics, Barclays Global Investors*

*Karen Morgan, CEO, Morgan Search*

*Chris Frank, Vice President, Global Marketplace Insights, American Express*

Retaining talent is a huge challenge for companies in today's competitive market. Despite the current economic downturn, it is important to have a clear strategy in place for growing and developing your employees. This session will address why companies lose people and offer insights into how to change the cycle.

Bridging the generation gap (millennials vs. baby boomers vs. Gen Xers, etc.) will be part of this discussion. Companies are missing out on senior talent because we are such a youth driven society. Expectations of people coming into the workforce now are completely different to what they were even 10 years ago.

PROGRAM

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

2:10–2:50 pm

**CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS**

Desert Ballroom,  
Salons 1–2

**State of the No Fly Zone 2009: Virtual “Venues” for Conducting Qualitative Research**

*Jeff Adler, President, Centrac Research*

Virtual “venues” for conducting qualitative research are fast becoming an accepted means of gathering data. This is largely due to an increase in comfort and familiarity on the part of both the researcher and participants with the methodology and tools (e.g. the Internet, webcams, online communities/social networking). It is also due to an overall increase in broadband Internet access, the number of different things for which people use the Internet, and the overall amount of time people spend on the Internet in general. While there will always be a place for in-person qualitative research, online technologies facilitate a variety of interaction that is not generally possible in traditional settings. This leads to a more robust experience, and richer data. Come learn the 5 Ws (Who, What, When, Where, Why)—and How—to conduct virtual qualitative research.

**New Technologies as a Means of Bettering Data Quality and Respondent Experience**

*Ron Franscella, Senior Vice President Sales, Greenfield Online*

The research industry has always looked to technology to better the survey experience for respondents. But now, more and more, we look to new technologies as a means of bettering the quality of our survey data and not simply as a means of bettering the respondent experience and communications. Why are we expanding our use of technology as the industry’s maturing and we need to validate response quality now more than ever before? This presentation will cover some of the new technology revolutionizing our industry, and key issues it addresses, such as:

- Data Quality: Uniqueness of respondent and identity affirmation
- Data Quality: Expanding the respondent pool
- Data Utility: Leveraging information beyond the PowerPoint presentation

Desert Ballroom,  
Salons 3–4

2:50–3:00 pm

**Refreshment Break • South Foyer**

3:00–3:40 pm

**CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS**

Desert Ballroom,  
Salons 1–2

**Business Impact of “Bad” Survey Design and “Bad” Respondents on Large Corporations**

*Michael Conklin, Chief Methodologist, MarketTools*

The online survey market is soaring. In 2007 alone, more than 1 billion surveys were completed, leading to concerns about respondent and survey design quality, especially in online panels. With online research influencing billions of dollars in marketing and product decisions, organizations need to be certain their decisions are based on accurate, high-quality data, or they risk impacting their bottom line. Researchers have sought to identify the elements leading to bad data and to quantify the impact these elements have on business decisions. Michael Conklin will discuss methods for quantifying the risk-benefit trade-off of taking actions to eliminate “bad” respondents. He will also discuss compiled research findings including:

- Even a small proportion of bad respondents caused research risk to increase exponentially. For example, if a survey is based on responses from sample that has 30 percent invalidated respondents, the risk of making a wrong decision is 100 percent higher.
- As sample size increases, risk increases. Surprisingly, increasing the sample size, a tactic many companies employ in an attempt to counteract the effect of bad respondents, actually increases the risk of making a wrong decision instead of diminishing it.
- Poor survey design increases risk. Creating a survey that causes respondents to speed, straight-line or even abandon a survey can skew results and lead to an increased risk of making a wrong decision.

Desert Ballroom,  
Salons 3–4

**Harnessing Emotions to Understand Consumers**

*Carl Marci, CEO, Innerscope Research*

Imagine if the developers of television shows, movies and games, as well as advertisers and Internet content creators had the power to measure and understand the pre-conscious emotional reactions in consumers as they were directly experiencing their products or watching a television advertisement. Developers would have a much better sense of what was engaging emotionally, what was attended to, what was passed over, and what things impacted consumers. This session will discuss how Innerscope Research measures pre-conscious emotional responses where and when they happen. How we can harness the power of emotions to understand how consumers think, experience and engage emotionally with brands, products and advertising content.

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

3:00–4:30 pm

**Interactive Workshop:  
Charts Worth a 1000 Words – Super Charging Your Presentation**

Desert Ballroom,  
Salons 5–6

*Robert Adams, VP Marketing , American Funds*

Discovering what’s next is half the journey. You need to powerfully communicate your insights so they have impact and create an imperative to act. In this session, we will learn and debate approaches for generating and communicating insights. Through interactive exercises and coaching feedback, attendees will learn tools for creating:

- Presentation structure and format
- Charts and graphs
- Influential recommendations

All of which can be immediately applied at your next opportunity to present!

*Mr. Adams is a senior-level insights leader with over 20 years of worldwide strategic experience. He has successfully led global teams, fostered and created new ways to generate insights that have led to commercial opportunities for some of the world’s leading brands. Previously, he was the head of global insights for American Express, and is presently at the Capital Group Companies, a leading investment management firm.*

3:50–4:30 pm

**CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS**

Desert Ballroom,  
Salons 1–2

**Save Your Money, Your Job and Your Brand with Business-Focused Marketing Research**

*Peter Krieg, CEO, Copernicus Marketing*

Legend says, if you want to see more sales, spend more on media—25% more, 50% more, double your budget! Come hear Peter Krieg bust this myth. Increasing spending rarely increases profitability and sometimes doesn’t even boost sales—unless changes in marketing strategy happen simultaneously. In this session, Peter Krieg will demonstrate that the ROI of using research to identify and implement winning targeting, positioning, and advertising strategies far exceeds the performance results from increasing media spending alone. You will leave with an understanding of how to integrate financial and managerial criteria into research and analysis efforts in order to build a business case for different marketing decisions. You will also explore ways to narrow in on specific decision areas where research can add value.

Desert Ballroom,  
Salons 3–4

**How to Use Research 2.0 to Reduce Market Research Costs and Improve Effectiveness**

*Jeffrey Henning, Chief Sales Officer, Vovici*

Web 2.0 technologies have changed the way respondents want to interact with researchers. Researchers must now embrace these new technologies to improve the effectiveness of their efforts and to achieve dramatic reductions in the cost of obtaining feedback. In this presentation, you will look at the difference between Research 1.0 and Research 2.0 techniques, and take away practical how-tos you use right away.

4:40–5:20 pm

**CONCURRENT SESSIONS – RESEARCH COMPANY SEMINARS**

Desert Ballroom,  
Salons 1–2

**There Are More Ways than Ever to Listen to Consumers, but What Are We Actually Hearing?**

*Sean Holbert, EVP Client Services, KL Communications*

Today, organizations are clamoring for us to listen to our customers better. The trouble is, listening is a 24/7 job that yields more information than any of us know what to do with. So what are we actually learning? In this session, you will discuss how to move beyond listening and start hearing what your customers are actually saying. Learn how to quickly analyze online discussions and how to use techniques such as online journaling to draw important insights that help drive new ideas.

Desert Ballroom,  
Salons 3–4

**Deciphering Innovation Patterns to Find Tomorrow’s Opportunity Space**

*Elliot Rossen, Executive Vice President, GfK Group*

Developing and introducing successful innovation is still a challenge for most companies. In many cases, companies simply don’t know what will resonate with consumers in the future. A better model is needed, one that predicts what consumers will want tomorrow, and identifies the relevant future opportunity space.

In this session, you’ll be introduced to a cutting-edge approach that goes beyond traditional techniques to drive more effective insights. When you leave, you will:

- Understand how disruptive innovation can be predictable
- Understanding where a category is in its development helps predict how the next level of consumer needs will evolve
- Be able to uncover innovation patterns within and across categories in order to identify future opportunities

PROGRAM

Core Themes

Inspiring Success

Maximizing Results

Anticipating the Future

4:40–5:20 pm

**Interactive Panel: Global Research – How to Succeed and Continue to Improve It**

Desert Ballroom,  
Salons 5–6

**Moderator:**

*Mike Nash, CEO, KS&R*

**Participants:**

*Shari Neuman, Global Director of Research, Georgia-Pacific*

*Jeff Hunter, Consumer Insights Director, Innovation Toolkit and Cereal Partners, General Mills*

*Rose Cameron, Chief Strategy Officer, Euro RSCG*

In this interactive session, experts will discuss tips and best practices for global research, what works and what doesn't. They will also explore the importance and the future of this vital part of the industry.

*Mr. Nash creates recommendations and action plans for KS&R clients' strategic initiatives. His international experience and consultative background applies to both qualitative and quantitative engagements, providing exceptional insights as to business behavior for telecommunications, technology, professional services clients.*

8:30–10:00 pm

Springs Poolside

**AMA After Dark – Networking Event**

Join colleagues, friends and fellow attendees for a nightcap before you head to bed. AMA After Dark will take place poolside. Stop by for drinks, coffee and delicious desserts. Don't miss this last chance to make new connections and catch up with old friends in the AMA research community.

## Wednesday, October 7

7:30–11:15 am

**Conference Registration • Center North Counter, Desert Ballroom Foyer**

7:30–8:00 am

**Continental Breakfast • Desert Ballroom**

8:00–8:45 am

Springs Ballroom,  
Salon G

**Conquering the Complexities of Research in Business Markets**

*Barb Murphy, President, Strategic Spark*

There is a perception that B2B marketers lag behind their B2C peers in developing innovative marketing strategy. But why? It may stem from the fact that the many complexities of navigating business markets can challenge even the most seasoned marketing research professionals. But it's the budget and timeline implications of those complexities that often turn leadership away from uncovering the insights that will ultimately shape innovative business strategy.

This presentation is designed to explore the nuances of successful B2B market research. Hear what it takes to effectively influence and manage the entire experience from setting management expectations of timeline and budget to improving project insights and outcomes.

8:45–9:30 am

Springs Ballroom,  
Salon G

**Finding Out What You Don't Know:  
Top 10 Things Researchers Don't Realize About Research**

*David Weinberger, VP of Insights, Georgia-Pacific*

Focus groups, surveys and one-on-one interviews—this is what many perceive as the value add that marketing research brings to an organization. Researchers sometimes reinforce this misperception by putting undue focus on the approach, rather than the insights and strategic recommendations that emanate from our work. David Weinberger will discuss the 10 things marketing research professionals should know to maximize the value of research in their organization. He will discuss what researchers don't realize about the research they conduct, and how to get maximum value from a marketing research organization.

<p>Core Themes</p>	<table border="1"> <tr> <td data-bbox="479 186 803 241"> <p>Inspiring Success</p> </td> <td data-bbox="803 186 1128 241"> <p>Maximizing Results</p> </td> <td data-bbox="1128 186 1445 241"> <p>Anticipating the Future</p> </td> </tr> <tr> <td colspan="3" data-bbox="479 241 1445 352"> <p><i>Prior to joining Georgia-Pacific, Mr. Weinberger was the Senior Director Customer Insights at The Home Depot, the Director of Consumer Insights Cola Brands, Global at Coca-Cola. At Kraft Foods, he developed expertise in the areas of Category Management, Sales Promotion Evaluation, and Branding.</i></p> </td> </tr> </table>	<p>Inspiring Success</p>	<p>Maximizing Results</p>	<p>Anticipating the Future</p>	<p><i>Prior to joining Georgia-Pacific, Mr. Weinberger was the Senior Director Customer Insights at The Home Depot, the Director of Consumer Insights Cola Brands, Global at Coca-Cola. At Kraft Foods, he developed expertise in the areas of Category Management, Sales Promotion Evaluation, and Branding.</i></p>		
<p>Inspiring Success</p>	<p>Maximizing Results</p>	<p>Anticipating the Future</p>					
<p><i>Prior to joining Georgia-Pacific, Mr. Weinberger was the Senior Director Customer Insights at The Home Depot, the Director of Consumer Insights Cola Brands, Global at Coca-Cola. At Kraft Foods, he developed expertise in the areas of Category Management, Sales Promotion Evaluation, and Branding.</i></p>							
<p>9:30–9:45 am</p>	<p><b>Refreshment Break • Foyer</b></p>						
<p>9:45–10:30 am</p>	<p><b>To Price or Not to Price, That is the Question: Predicting the Effect of Price Increases (A Non-Technical Explanation)</b></p>						
<p>Springs Ballroom, Salon G</p>	<p><i>Elliot Roth, Senior Manager Pet Custom Research, Delmonte</i></p> <p>From the dawn of business, pricing has been a key question. The early cave man asked, "If I increase rock prices by 10%, how much business would I lose?" Today, through the magic of multivariate regression, we have price elasticities, which have historically been used to estimate volume loss. Unfortunately, many marketers have found that the traditional price elasticity method has not accurately predicted future sales, which has caused managers to add arbitrary adjustments to the calculation (no calculation with the word arbitrary can be good). Over the past two years ultra-volatile commodity prices have compounded the situation, causing prices to be evaluated more frequently and in a highly dynamic competitive environment. Delmonte has developed an analysis philosophy which better estimates consumer reaction to price changes. The methodology includes competitor actions and larger macro trends. This presentation will include their new price effect methodology along with their learnings from the process.</p> <p><i>Mr. Roth has 20 years of market research industry managing both custom primary and advanced analytics departments. Over the past three years, his key focus has been All Outlet sales estimates and forecasting models. A key component has been better understanding the relationship between industry and brand pricing and sales.</i></p>						
<p>10:30–11:30 am</p> <p>Springs Ballroom, Salon G</p>	<p><b>What Next? Conference Wrap-Up, Lessons Learned and Key Takeaways from the Blogosphere</b></p> <p><i>Mike Brown, Conference Chair &amp; VP Marketing Strategy, YRC Worldwide</i></p> <p><i>Mike Brown has been at the forefront of leading culture change, contributing new approaches to developing customer insights, creating simplified tools for strategic planning, and aligning sales, marketing and sponsorship strategies for maximum impact. He is recognized as an outstanding facilitator for strategic thinking and planning, bringing out the best thinking in diverse groups through interactive exercises that combine a strategic perspective and creativity for new and successful results.</i></p>						
<p>11:30 am</p>	<p><b>Conference Adjourns</b></p>						