

MREF 2009

May 3 – 5, 2009 | Chicago, Illinois | Westin Michigan Avenue

PROGRAM AGENDA



Sunday, May 3, 2009

02:00 PM – 07:30 PM

MREF 2009 Registration

Location: Consort Foyer, Level Sixteen

05:45 PM – 07:30 PM

MREF 2009 Opening Reception

Location: Consort Foyer, Level Sixteen

06:00 PM – 06:05 PM

MREF 2009 Chairman's Welcome

Larry Stanek, Senior Partner, Solution Partners

Location: Consort Foyer, Level Sixteen

06:05 PM – 06:40 PM

Session 1.0: An Informal Chat with Industry Experts

THEME: Learn from Experts

Session Title: TECTONIC SHIFTS IN RESEARCH INDUSTRY – RAISING THE BAR

Patrick Crane, Director of Business Research, Eastman Kodak Company

Erik Long, Associate Partner, Prophet Brand Strategy

Wayne McCullough, PhD, Director, Corporate & Foundation Relations, Institute for Social Research, University of Michigan

Steve Oi, Senior Manager, Consumer Insights Center of Excellence, Kraft Foods Inc.

Sybil F. Stershic, President, Quality Service Marketing

MODERATOR: Larry Stanek, Senior Partner, Solution Partners

Location: Consort Foyer, Level Sixteen

07:15 PM

PRIZE DRAWING: Kodak ESP All-In-One Inkjet Printer *donated by Eastman Kodak*

Location: Consort Foyer, Level Sixteen



Monday, May 4, 2009

- 08:00 AM – 04:45 PM** **MREF 2009 Registration**
Location: Consort Foyer, Level Sixteen
- 08:00 AM – 08:45 AM** **Breakfast**
Location: Consort Foyer, Level Sixteen
- 08:45 AM - 09:00 AM** **PRIZE DRAWING: iPod Nano** *donated by GfK*
- Session 2.0: Opening Comments**
AMA MR COUNCIL PRESIDENT'S WELCOME
Patrick Crane, Director, Business Research, Eastman Kodak Company
MREF 2009 CHAIRPERSON OPENING REMARKS
Larry Stanek, Senior Partner, Solution Partners
Location: Consort, Level Sixteen
- 09:00 AM - 09:45 AM** **Session 2.1: Senior Executive Session**
THEME: Learn from the Top
Session Title: PLAYING TO WIN – TURNING INSIGHT INTO ACTION
Richard Lenny, Former Chairman & CEO, The Hershey Company
Location: Consort, Level Sixteen
- 09:45 AM - 10:30 AM** **Session 2.2: Senior Executive Session**
THEME: Learn from the Top
Session Title: LEVERAGING CONSUMER KNOWLEDGE TO DRIVE CORE BUSINESS GROWTH
Neil Golden, Sr. Vice President, Chief Marketing Officer, McDonald's USA, LLC
Location: Consort, Level Sixteen
- 10:30 AM - 11:00 AM** Break
Location: Consort Foyer, Level Sixteen
- 11:00 AM - 11:45 AM** **Session 2.3: A Management Consultant Perspective**
THEME: Learn from the Experts
Session Title: INTERNAL vs EXTERNAL INSIGHT GROUPS: CHIEF OFFICERS' DRIVING DECISION FACTORS
John Copeland, Senior Expert, Consumer & Shopper Insights Practice, McKinsey & Company
Location: Consort, Level Sixteen
- 11:45 AM - 12:30 PM** **INTERACTIVE Q&A WITH SPEAKERS**
Moderator: Larry Stanek, Senior Partner, Solution Partners
Location: Consort, Level Sixteen
- 12:30 PM - 01:30 PM** Lunch
Location: Buckingham/Windsor, Level Two

Monday, May 4, 2009
(continued)



01:30 PM - 02:15 PM

Session 2.4: Senior Research Executive Session

THEME: Learn from the Experts

Session Title: MERGING TWO OUSTANDING RESEARCH TEAMS IN A TOTALLY NEW ENVIRONMENT

Amelia Strobel, Director, Market Research & Competitive Intelligence Center of Excellence, Insight & Innovation, Senior Vice President, Marketing Division, Wachovia Corporation

James Henney, Senior Vice President, Enterprise Marketing/Customer Insights, Wells Fargo Bank

Location: Consort, Level Sixteen

02:15 PM – 03:00 PM

Session 2.5: Senior Research Executive Session

THEME: Learn from the Experts

Session Title: WORLD CLASS RESEARCH IS NOT ENOUGH

Nick Sorvillo, Senior Vice President, Consumer Insight & Strategy, Kraft Foods Inc.

Location: Consort, Level Sixteen

03:00 PM – 03:30 PM

Break

Location: Consort Foyer, Level Sixteen

03:30 PM – 04:15 PM

Session 2.6: Senior Research Executive Session

THEME: Learn from the Experts

Session Title: THE ROLE OF CONSUMER AND MARKET KNOWLEDGE IN DRIVING INNOVATION AND COMPANY STRATEGY

Joan Lewis, Sr. V.P., Global Consumer & Market Knowledge, Procter & Gamble

Location: Consort, Level Sixteen

04:15 PM - 04:45 PM

INTERACTIVE Q&A WITH SPEAKERS

Moderator: Larry Stanek, Senior Partner, Solution Partners

Location: Consort, Level Sixteen



Tuesday, May 5, 2009

- 08:30 AM – 04:00 PM** **MREF 2009 Registration**
Location: Consort Foyer, Level Sixteen
- 08:30 AM – 09:00 AM** Breakfast
Location: Consort Foyer, Level Sixteen
- 09:00 AM - 09:45 AM** **PRIZE DRAWING:**
One Year AMA Membership & One Complimentary Event Registration *donated by the AMA*
- Session 3.0: Senior Research Executive Session**
THEME: Learn from the Experts
Session Title: BUILDING A SUSTAINABLE BUSINESS IN A NEW MARKET THROUGH DEEP INSIGHTS: CAMPBELL SOUP COMPANY IN RUSSIA
Robert Woodard, VP, Global Consumer & Customer Insights, Campbell Soup Company
Location: Consort, Level Sixteen
- 09:45 AM - 10:30 AM** **Session 3.1: Senior Research Executive Session**
THEME: Learn from the Experts
Session Title: FROM ACORN TO OAK TREE: CREATING A HIGH IMPACT STRATEGIC MARKETING RESEARCH FUNCTION
To Be Announced
Location: Consort, Level Sixteen
- 10:30 AM - 11:00 AM** Break
Location: Consort Foyer, Level Sixteen
- 11:00 AM - 11:45 AM** **Session 3.2: Senior Research Executive Sessions**
THEME: Learn from the Experts
Session Title: STAYING ON TOP OF EVER CHANGING CUSTOMER AND CONSUMER NEEDS
Murli Buluswar, VP, Insight & Innovation, Farmers Insurance
Location: Consort, Level Sixteen
- 11:45 AM - 12:30 PM** **INTERACTIVE Q&A WITH SPEAKERS**
Moderator: Larry Stanek, Senior Partner, Solution Partners
Location: Consort, Level Sixteen
- 12:30 PM – 12:45 PM** Lunch on the Go
Location: Consort Foyer, Level Sixteen



Tuesday, May 5, 2009
(continued)

12:45 PM – 02:45 PM

Boardroom Discussion Tables
THEME: Learn from Each Other

Session Title One: INSIGHT ACTIVATION

Session Title Two: IMPROVING MR EFFECTIVENESS

Session Title Three: DEALING WITH CHANGE

Session Title Four: ROLE OF RESEARCH FIRMS

Location: Consort, Level Sixteen

01:45 PM – 02:00 PM

Break

Location: Consort Foyer, Level Sixteen

02:45 PM - 03:00 PM

Recap of Learning

03:00 PM - 03:45 PM

PRIZE DRAWING: \$200 American Express Card *donated by Solution Partners*

Session 3.3: Featured Keynote Session

THEME: Learn from the Top

Session Title: IMPERATIVES FOR THE MR COMMUNITY

Eileen Campbell, CEO, Millward Brown Group

Location: Consort, Level Sixteen

03:45 PM - 04:00 PM

Closing Remarks

MREF Chairperson

Larry Stanek, Senior Partner, Solution Partners

Location: Consort, Level Sixteen