

Future Fundamentals

The Transformation of Market Research

6th-7th April 2011 • Fairmont Hotel, Singapore

About this Conference

For years marketers have controlled the dialogue with consumers but, undoubtedly, the tables have now turned. The on-going challenge for researchers is to reconnect marketers with consumers in Asia – new tools, new methodologies, new thinking. We have to be innovative to be relevant.

Join us for the 2011 MRSS Asia Research Conference, 6th-7th April at the Fairmont Hotel, Singapore.

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Workshops

Wednesday, 6 April 2011

MORNING SESSION

- 9:00 – 12:00noon **Consumer Research in the Facebook Era**
The workshop will first look into the rise of the internet as a research tool with particular emphasis on the rise of access to Digital media in Asia. This will reference a big global study on the use of the internet carried out by TNS in 2010, plus its experience in Digital research. The session will then cover the use of online tools such as Facebook, Twitter, Blogs and specially selected online panels, looking at case studies for each as well as advantages & disadvantages of these tools.
NIC HALL
CLIENT SERVICES DIRECTOR, TNS
JOEL CERE
STRATEGY & INNOVATION DIRECTOR, EYEKA

AFTERNOON SESSION

- 2:00 – 5:00pm **The Busy Market Researcher's Guide to Social Media**
This half-day workshop shows the busy market researcher the key things they need to know about social media in the context of work in the first half of 2011. The focus of the session is to divide the available options and choices into 'nice to have/s' and into those essential elements that any /switched-on/ researcher is going to want to be comfortable with.
SUE YORK
CONSULTANT, THE FUTURE PLACE

For registration or sponsorship details please visit:
<http://www.mrssingapore.org.sg> or contact Emily Ong
at +65 9662 0125 or emilyong@mrssingapore.org.sg

Future Fundamentals Conference

Thursday, 7 April 2011

PROGRAMME

- 8:00 *Registration*
- 9:00 **Welcome & Introduction**
GREG COOPS, MANAGING DIRECTOR, ASIAN STRATEGIES
- 9:15 **Emotion: A Leading Indicator of Success and a Guide to Opportunity**
HAN ZANTINGH, MANAGING DIRECTOR, ASIA, BRAINJUICER
- 9:45 **Neuroscience in Research: Helping Asia Find It's Voice**
GRAHAM PAGE, EXECUTIVE VICE PRESIDENT, CONSUMER NEUROSCIENCE,
MILLWARD BROWN, SINGAPORE
- 10:15 **Market Research Organisations in a Networked Age**
FINN RABEN, PRESIDENT, ESOMAR
- 10:45 *Morning Networking & Refreshments*
- 11:15 **The Future is Silver: Rethinking Ageing Consumers**
KIM WALKER, CEO, SILVER
- 11:45 **Sony Music – A Fresh Innovative Approach to Online Research**
JONATHAN PULESTON, VICE PRESIDENT OF GMI INTERACTIVE, GMI (GLOBAL MARKET INSITE, INC.)
DANIEL HALL, INSIGHT MANAGER, SONY MUSIC UK
- 12:15 *Networking Luncheon*
- 1:30 **The Science Behind Consumer Choice**
PROFESSOR DAVID THOMSON, CHAIRMAN & CEO, MMR RESEARCH WORLDWIDE
- 2:00 **Skiing Uphill**
SANJA BURNS, HEAD OF CONSUMER UNDERSTANDING, APAC, FLAVOURS,
GIVAUDAN SINGAPORE PTE LTD
- 2:30 **Market Research Based on Actions Rather Than Opinions**
SIVA GANESHANANDAN, APAC GM OF AUTONOMY OPTIMOST
- 3:00 *Afternoon Refreshments*
- 3:30 **Tiger Balm 100 Years & Beyond: Our Challenges and Experiences**
AK HAN, EXECUTIVE DIRECTOR, HAW PAR CORPORATION LTD
- 4:00 **Client Panel: Changing Expectations from Research Beyond Current Practices**
- 4:30 **Special Keynote Speaker**
Global Asian Brands; Myth or Reality?
MARTIN ROLL, BUSINESS AND BRAND STRATEGIST, MARTIN ROLL COMPANY,
AUTHOR OF "ASIAN BRAND STRATEGY"
- 5:00 *Cocktail Party*