

CONGRESS 2009 LEADING THE WAY

ETHICALLY, RESPONSIBLY, CREATIVELY

MONTREUX / 15 - 18 SEPTEMBER



ADVANCE PROGRAMME

WORLD

ESOMAR

RESEARCH

LEADING THE WAY

ETHICALLY, RESPONSIBLY, CREATIVELY

We are pleased to present the advance programme for the 62ND ESOMAR Annual Congress, taking place at the Centre de Congrès Montreux.

Leading the Way explores the challenges ahead and how research provides ethical, responsible and creative food for thought, recommendations and guidelines to help lead the way for better decisions, better results and a better world.

Over 50 speakers from 14 countries will demonstrate how they have grown business in ethical and responsible ways. Quality and creativity are the keywords with a combination of presentations, case studies, panels, workshops, awards ceremonies, networking & social events and some surprise sessions along the way to engage and delight you.

With this year's theme it is no surprise that ESOMAR will host its annual flagship Congress in Switzerland, a country known as the international stage for ethics and social responsibility where unique French, German and Italian influences blend in one country and multinationals and NGOs have their seat. Montreux – a city that inspires yet has business at its heart - is known as the “pearl of the Swiss Riviera” thanks to its micro-climate, and is easily accessible from Geneva airport.

Programme updates, details of the social and networking programme and registration form are available online at www.esomar.org/congress

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 Montreux.

Monday, 14 September 09.00 - 17.00	Workshop programme
Tuesday, 15 September 09.00 - 21.00	Workshop programme Congress registration opens Welcome reception
Wednesday, 16 September 09.00 - 19.15	Congress and exhibition Lunch Networking drinks
Thursday, 17 September 09.00 - 24.00	Congress and exhibition Lunch Dinner party
Friday, 18 September 09.00 - 14.00	Congress and exhibition Farewell drinks

KEYNOTE SPEAKERS

We are happy to present three outstanding keynote speakers. Each of our speakers will approach the main theme from their personal perspective and will lead us through the core sessions with their thought provoking beliefs and ideas. Keynote speakers updates are available online at www.esomar.org/congress

NORBERT WALTER

Chief Economist, Deutsche Bank Group - Managing Director Deutsche Bank Research

As Chief Economist of Deutsche Bank Group, Norbert Walter is responsible for a globally integrated approach to economic research as well as managing Deutsche Bank's think tank. Further, Professor Walter is a member of the Board of Directors of the American Chamber of Commerce and a member of the Council of Reutlingen University.

PACO UNDERHILL

Founder and CEO of EnviroSell Inc.

Paco Underhill, Founder and CEO of EnviroSell Inc., a global research and consulting firm is based in New York City and has spent over 25 years conducting research on the interaction between people, places, services and things. Paco helps companies understand what motivates the behaviours of today's consumer. His research shows how today's retail world is ruled by factors such as gender, “trial and touch” and human anatomy.

FIONA CZERNIAWSKA

Founder and Managing Director of Arkimeda, a research and consulting company

Fiona Czerniawska is a leading commentator on the consulting industry. She is the joint founder and managing director of Source which aims to help clients purchase consulting services in a more transparent, effective and efficient way. She is also Head of Research at the Management Consultancies Association and Managing Director of Arkimeda, a firm that specializes in researching and consulting on strategic issues in the consulting industry.

PROGRAMME COMMITTEE

We wish to thank all those involved in producing the content of this year and for giving so generously their time and ideas.

Omar Mahmoud (Committee Chair)
Chief Market Knowledge, UNICEF,
Switzerland

Carlos Fonseca
Senior Business Leader Market
Intelligence, Planning & Insights,
Mastercard, USA

Andera Gadeib
President & CEO, Dialego, Germany

Jeff Hunter
Director, Consumer Insights, General
Mills, USA

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

Sheny Medani
Director, Market Decisions, South Africa

Anumita Sharma
Managing Director, The Third Eye, UK

ADVANCE PROGRAMME

Wednesday, 16 September

MORNING

MARKETS, BUSINESS & ECONOMY: THE CHALLENGE IN THE DOWNTURN

Chaired by *Carlos Fonseca, MasterCard, USA*

The impact of the economic crisis

Towards a new consumer and market research model
Peter Cooper & Simon Patterson, CRAM International, UK

Launching innovations during economic slowdown

Mark Gillespie, The Nielsen BASES, UK
Marcin Penconek, The Nielsen BASES, Poland

Advertising in times of crisis

A semiotic analysis of some savvy creative approaches
Joseph Sassoon, Alphabet, Italy

SOCIETY AND CULTURE: CHANGES AND TRENDS

Chaired by *Sheny Medani, Market Decisions, South Africa*

Darwin or lose?

Evolutionary modeling in the context of recession
Miquel Pardina, Consultant, UK

The 'ANT' and the grasshopper

Decoding the mindset of the Indian financial customer
Kalyan Karmakar & Ipsita Ghosh, The Nielsen Company, India

The future of work

Keith Bailey, Nokia, UK
Andy Dexter, Leanne Tomasevic & Adam Chmielowski, Truth, UK

RESEARCH DIRECTIONS

Chaired by *Andera Gadeib, Dialego, Germany*

MASTERCLASS: CO-CREATION

Me-to-we research

From asking unreliable witnesses about themselves to asking people what they notice, believe & predict about others
John Kearon, BrainJuicer, UK

AFTERNOON

MARKETS, BUSINESS & ECONOMY: BRAND SUSTAINABILITY

Chaired by *Anumita Sharma, The Third Eye, UK*

Sustainability as a monetary brand value

A social-psychological and economical frame-work
Stephan Goetze, Independent Consultant, Germany
Stefan Rüssli, Interbrand, Switzerland

Sustainability, higher margin opportunities & economic crises

Lessons from the global study of premium products
Marco Bevalo, Independent Author, Netherlands
Alex Gofman & Howard Moskowitz, Moskowitz Jacobs, USA

Future fuels

Confronting consumer perceptions with market reality
Leslie Pascaud, Added Value, France
Duncan Macleod, Shell Future Fuels, UK
Isabelle Remond, Shell Hydrogen, Netherlands

GUEST SPEAKER

Living an ideal

Performance based sustainability at Henkel
Hans-Willi Schraiff, Corporate VP Global Market Research/Business Intelligence, Henkel, Germany

AGM FOR ESOMAR MEMBERS

CSR AND ETHICS: THE VALUES

Chaired by *Omar Mahmoud, UNICEF, Switzerland*

GUEST SPEAKER

Responsible consumerism

Uncovering the catalyst for change
Claire Rutherford & Alan Bowman, The Buzz, UK

When consumption becomes political

Consumer empowerment and corporate socially responsible behaviour in times of economic crises
Fabián Echegaray, Market Analysis, Brazil

The longest day

Cultural differences in CSR
Tom De Ruyck, Niels Schillewaert, Annelies Verhaeghe & Micheal Friedman, InSites Consulting, Belgium

RESEARCH DIRECTIONS

Chaired by *Jeff Hunter, General Mills, USA*

MASTERCLASS: MANAGING DECISION MAKING

Marketing & business intelligence architecture

How to structure your insights & intelligence department for effective decision making support
Philip De Wulf, Psylog, Belgium

ADVANCE PROGRAMME

Thursday, 17 September

MORNING

RESEARCH DIRECTIONS

Chaired by *Andera Gadeib, Dialego, Germany*

Could I just ask you a few questions as you have sex on this park bench...?

Jaceline Jones & Anna Thomas, Define Research & Insight, UK • Rupal Mathur, COI, UK

Evaluating social mission projects in emerging & bottom of the pyramid markets

An innovative behavior measurement methodology
Raghavan Srinivasan & Astiti Suhirman, TNS Indonesia • Namita Mediratta, Unilever Indonesia

KNOWLEDGE MANAGEMENT

Managing knowledge, maximising returns
Revolutions in business information management

Luke Allen, Nunwood, UK • Nigel Spencer, Aviva, UK

Information à la carte

The need to select, prepare and present
*Ineke van Meel, Randstad, Netherlands
Jeroen Rietberg, Intellex Dynamic Reporting, Netherlands*

RESEARCH VALUES: TAKING THE RESPONSIBILITY

Chaired by *Sheny Medani, Market Decisions, South Africa*

From social engineering to social networking

Privacy issues when conducting research in the web 2.0 world
David Stark, TNS Canadian Facts, Canada

Protection or participation?

Getting research ethics right for children in the digital age
Agnes Nairn, EM-Lyon Business School, France, RSM Erasmus University, Netherlands, University of Bath, UK

On the edge or over the edge?

Using creative insight techniques within the healthcare sector
*Heike Bäumlisberger, Bristol-Myers Squibb Pharmaceuticals, UK
Rachel Medcalf, Adelphi Research, UK*

THE CLIENT ROUND TABLE

Chaired by *Jeff Hunter, General Mills, USA*

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.

AFTERNOON

CSR AND ETHICS: THE EXAMPLES

Chaired by *Carlos Fonseca, MasterCard, USA*

Today is actually tomorrow!

A sustainable CSR case, and the impact of research
Elvan Oktar, SOYAK Holding, Turkey • Fatma Çelenk, ERA Research & Consultancy, Turkey

Integrating research in crisis management decision-making

The maple leaf foods listeriosis crisis in Canada
*Christian Bourque, Léger Marketing, Canada
Terrence Flynn, McMaster University, Canada*

Looking under the hood of CSR

What consumers really think
Jeremy Pace, Nestlé Research Center, Switzerland • Martin Oxley, BuzzBack Market Research, UK

THE TALENT CONTEST

Chaired by *Dave McCaughan, McCann Worldgroup, Asia-Pacific, Japan*

RESEARCH IDOL - First round

Are you ready to be judged by your peers? Do you have the quickness of mind, the intellectual acumen and the presentation skills to be the idol of the research world? This year ESOMAR is looking for it's first Research Idol... If you are brave enough find out more about how to participate at www.esomar.org/congress

ESOMAR YOUNG RESEARCHER OF THE YEAR - The Final round

Chaired by *Anumita Sharma, The Third Eye, UK*

The 3 short listed submissions will be invited to present their findings. Find out how to enter online at www.esomar.org/youngresearcher

RESEARCH DIRECTIONS

Chaired by *Andera Gadeib, President & CEO, Dialego, Germany*

MASTERCLASS: COMMUNITIES

Are communities an answer to the economic recession?

Ray Poynter, Virtual Surveys, UK

PECHA KUCHA / THE GLOBAL EXPEDITION

Chaired by *Dave McCaughan, McCann Worldgroup, Asia-Pacific, Japan*

Around the world in just 20 slides at 20 seconds each.

Do you have the imagination and the discipline to share insights into research challenges and opportunities in your region in this fun and demanding format? Send your 1 page proposal to pechakucha@esomar.org and get ready to take the stage.

ESOMAR YOUNG RESEARCHER OF THE YEAR

Show us how you can make a better world!

A new initiative in the ESOMAR Developing Talent Programme, the award recognizes outstanding research by the younger generation. In line with this year's Congress theme which connects market research with world issues, the research must be conducted in the areas of world poverty, ageing and global warming.

Find out how to enter online at www.esomar.org/youngresearcher and get ready to go on stage in the final round.

ESOMAR YOUNG RESEARCHER OF THE YEAR 2009

Friday, 18 September

MORNING

RESEARCH DIRECTIONS

Chaired by *Sheny Medani, Director, Market Decisions, South Africa*

Building citizen dialogue

New approaches for involving the citizen in policy making
Fiona Wood & Brian Parry, COI, UK

Gaming 0.0.

A research game as an innovative 'offline' research tool
Jeroen Verbrugge & Abke Geels, FLEX/theINNOVATIONLAB, Netherlands
Sylvie Verbiest & Arthur Fletcher, Blauw Research, Netherlands

More, more, more

How respondents are demanding more and co-creating the research process
Fiona Blades, MESH Planning, UK
Rachel Brown, Oxfam GB, UK

THE TALENT CONTEST

Chaired by *Dave McCaughan, McCann Worldgroup, Asia-Pacific, Japan*

RESEARCH IDOL – Final round and winner announcement

ESOMAR AWARDS 2009

Six awards will be presented at the closing session of the Congress on Friday

- Best Congress Paper (the Fernanda Monti Award)
- Best Congress Case History
- Best Congress Methodological Paper

- ESOMAR Excellence award for Best Paper 2009

- Excellence Award for Standards of Performance (The John Downham Award)

- Young Researcher of the Year Award

WORKSHOPS

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

MONDAY 14 SEPTEMBER

ETHNOGRAPHY AND OBSERVATIONAL RESEARCH (day 1) Applying cultural analysis tools in consumer research

Hy Mariampolski, Managing Director, QualiData Research, USA
Neil McPhee, Managing Director, Nuance Research, UK

INSIGHT GENERATION (day 1) Understanding insight driven innovation

Johannes Hartmann, Vice President Consumer and Market Insight, Unilever, Netherlands
This workshop is combined with the [Transferring and Applying Insight Impactfully](#) workshop on 15 September

TUESDAY 15 SEPTEMBER

ETHNOGRAPHY AND OBSERVATIONAL RESEARCH (day 2) Applying cultural analysis tools in consumer research

Hy Mariampolski, Managing Director, QualiData Research, USA
Neil McPhee, Managing Director, Nuance Research, UK

TRANSFERRING AND APPLYING INSIGHT IMPACTFULLY (day 2)

Sangeeta Gupta, Director Client Services, PepsiCo, India
Andrew Vincent, Managing Director, Waves, UK

This workshop is combined with the [Insight Generation](#) workshop on 14 September

ADVANCES IN MARKET SEGMENTATION

Making better decisions
Steven Cohen, Partner, In4mation Insights, USA

CONNECTING RESEARCH AND CREATIVE TALENT

Understanding how research and creative industries can avoid the "lost in translation" syndrome
Marco Bevolo, Independent Author, formerly Director, Philips Design, Netherlands
Simon Wilson, The Hasley Group, UK

SELLING YOUR COMPANY Getting the best deal

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

THE ART OF PRICING Efficient Lever to Higher Margins

Florian Bauer, President, Vocatus, Germany
Beate Waibel-Flanz, Consumer & Customer Research Manager Europe, Mars, Germany

TREND RESEARCH Mapping, understanding and using new and emerging trends in an effective manner

Martin Raymond, Strategy and Insight Director, The Future Laboratory, UK

UNDERSTANDING HOW TO DEVELOP EVIDENCE BASED CONSULTANCY SKILLS

David Smith, DVL Smith Group, UK

WORD OF MOUTH MEASUREMENT AND BEYOND

Measuring, managing and leveraging WOM to move research to a new level
Laurent Florès, Founder, CRMMETRIX, France

SPONSORS

We would like to thank our sponsors, partners and those who will provide their services, expertise and support at this year's Congress.

Silver Sponsors



Sponsors



Official Knowledge Partner



ESOMAR offers sponsorship, exhibition and company presentation packages at Congress 2009. Investing in these commercial opportunities offers your company the exposure necessary for ensuring a successful networking experience and achieving maximum benefit from this event. To find out more please contact business@esomar.org or +31 20 664 2141.

TRADE EXHIBITION

The trade exhibition at the ESOMAR Congress is a truly global one-stop-shopping market place. The dedicated exhibition floor is the ideal networking environment. If you want to know about new products and services, learn about the latest software solutions from around the world or scout for new partners in business, this is the place to be in September.

Exhibitors list as of April 2009

Add + Impact International	Online Market Intelligence (OMI)
AIP Corporation	Pulse Group
Global Market Research	Research Now
Centurion Marketing Systems	Revelation
Ciao Surveys / Greenfield online	SensoMotoric Instruments
Cint	Sytel Limited
Confermit	Think Eye Tracking
CRG Global	Tobii Technology
Cross Marketing	Toluna
Efficiency 3	Van Hellemond & Co.
EFG Worldwide	Verbaco
e-Rewards	Voxco
Eurointerview	WARC
Fine Research	Western Wats
G3 Translate (Gazelle Globalization Group)	
GfK	
GMI	
iMotions	
Intellex Dynamic Reporting.	
IriS	
ISOPUBLIC, Institute of Public Opinion and Market Research	
Leyhausen International	
Marketsense	
MarketSight	
Marketing Research Institute International (MRII)	
Nebu	

There is still a limited number of spaces available. Please contact business@esomar.org or +31 20 664 2141 to ensure your presence in the ESOMAR trade exhibition.

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.