

WED. SCHEDULE



8:00 AM - 6:30 PM

REGISTRATION AND EXPO HALL OPEN

8:15 AM - 9:00 AM

MORNING BREAKFAST (SPONSORED BY THE BRAINFREEZE COLLECTIVE)

	Room 1	Room 2	Room 3	Room 4	Room 5
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9:00 am - 9:30 am

Reclaiming the 3D you: Mirroring, pheromones and other scientific reasons you should be there in-person
Vanguard

Staying one step ahead of the bad actors. Fighting survey fraud while improving data quality and security for the market research industry.
Research Defender, Cint, Forsta

From social listening to cultural insights: How Bacardi leveraged AI and human expertise to create consumer-centric winning in-culture strategy
Bacardi (Grey Goose & Patron), Discover.ai

AI and the new researcher hierarchy of needs
Zappi

How to develop an insight leader's playbook
IMA

9:45 am - 10:15 am

Not your traditional IHUT: Clorox's agile (yes agile!) approach to product usage and claims data
Highlight, The Clorox Company

Sustainability: What does it even mean today?
Pulsar

Repositioning to win in a crowded market: A Constellation Brands fine wine story
Constellation Brands, buzzback

Entertainment habits of a hard-to-reach audience
Comcast

Unleash the power of AI and let's transform the industry
Behaviorally, Colgate-Palmolive

10:30 am - 11:00 pm

What makes vertical video ads a success? The dos and don'ts of ads on TikTok, Instagram and YouTube
eye square

Measuring the unmeasurable: Real strategies for research impact
Pinterest

ChatGPT: What we know, what we don't know and what iResTech is doing to address the threat
Quest Mindshare, Innovative Research Technologies

Hold my latte: How Kraft Heinz went from intent to action and uncovered real consumer behavior to drive breakthrough coffee innovation
Veylinx, The Kraft Heinz Company

LGBTQ+ in America
Paramount

11:15 am - 11:45 pm

Leveraging activity-based methods and AI to discover your brand's aha moments
aha Insights Technology

Why luxury brands continue to invest in insights and innovation during tougher economic times
Toluna, Beam Suntory

NBC News: Unlocking a constant stream of the consumer voice through iterative research
quantilope, NBC News

Unlocking the power of AI in verbatim coding
Ascribe, Toluna

Let me explain Black, again (new presentation!)
The Hunter-Miller Group

12:00 pm - 12:30 pm

Fast and now generations: AI and analytics to optimize survey experience among young respondents
YPulse, OvationMR

Content that makes an impression: How primary research can enhance storytelling and marketing impression: How primary research can enhance storytelling and marketing
aytm, Rocket Companies

Products speak louder than words
QualSights

"So, is that a good score?": A Hershey's and Dig Insights case study
The Hershey Company, DIG Insights

Around the world! How Expedia Group and Luth Research traveled together on an international consumer journey
Luth Research, Expedia Group

12:30 PM - 1:30 PM

LUNCH BREAK (LIGHT FOOD FARE IN THE EXPO HALL)

	Room 1	Room 2	Room 3	Room 4	Room 5
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1:30 pm - 2:00 pm

Creating a more human-centric research process: Putting people back in insights
SAGO

Unraveling data quality mysteries: Technology's role in market research execution
The Logit Group

Humanity meets technology with an AI-first mind-set
Suzy, PepsiCo

How FlixBus leverages LLMs for operational excellence
Caplena AG, Flix

Beyond trackers: Protobrand's breakthrough approach to brand health for Pladis
Protobrand, pladis

2:15 pm - 2:45 pm

The universal truths of ag (and research!): Relationships and uncertainty are the name of the game
Ag Access, Indigo Ag, Kris Engdahl, LLC

Community 2.0: How McCormick evolved their insight community to better connect with consumers around the world
Reach3 Insights, McCormick & Company

Size does NOT matter: How to deliver large-scale projects with a smaller team
E-Tabs, Element Market Research

How to successfully integrate AI into your research toolbox
Ironwood Insights Group, PersonaPanels

Love of learning: Career development in a changing market research industry
University of Georgia | MRIL

2:45 PM - 3:15 PM

AFTERNOON NETWORKING BREAK IN THE EXPO HALL

3:15 pm - 3:45 pm

Unleashing the Microsoft-Voxpopme partnership: ChatGPT integration and the future of qualitative insights
Voxpopme, Microsoft

Connecting with the new experiential consumer
GfK, The Clorox Company

Disney Case Study: Engaging Diverse Americans with Cultural Intelligence
Collage Group; Disney Advertising

Agility on the line: Sweet insights are the icing on the cake
Curion, Bimbo Bakeries USA

AI-powered consumer insights: Maximize the impact of your research
Entropik

4:00 pm - 4:30 pm

Happiness factories, how brands can navigate today's fan communities
BAMM, Meta

Making the right, most impactful decisions for you and your insights organization in an ever-changing corporate environment
Ipsos-Insight, LLC, Warner Bros Discovery

Breaking the status quo: How PepsiCo and Black Swan Data are rewriting the new product innovation rulebook
Black Swan Data, Pepsico

How to power your brand's social media influence with market research
Momentive

It takes two to tango: Getting the most from long-term supplier partnerships
Macy's, Southpaw Insights

4:45 pm - 5:15 pm

Like peanut butter and jelly, MR and UXR are better together
Vanguard

Raising Generation Alpha: How Millennial parenting is impacting the next generation and how to avoid alienating Millennial moms and dads
Beano Brain

Triangulating the truth: Leveraging multiple sources and methods to arrive at high-quality data
Rep Data, Simon-Kucher & Partners

BREAKING NEWS... Respondents are not robots! Why humanizing market research leads to better business decisions
GoodQues

Why is there a firewall between CX and MR and how do we bridge the gap?
CX Forums, Inc./Threads Research, Microsoft

5:15 PM - 6:30 PM

COCKTAILS WITH QUIRK'S IN THE EXPO HALL

8:30 PM - 10:30 PM

MR JAM SESSION AT STITCH BAR AND BLUES

THURS. SCHEDULE



8:00 AM - 5:00 PM

REGISTRATION AND EXPO HALL OPEN

8:15 AM - 9:00 AM

MORNING BREAKFAST (SPONSORED BY THE BRAINFREEZE COLLECTIVE)

	Room 1	Room 2	Room 3	Room 4	Room 5
9:00 am - 9:30 am	How Thomas' refreshed their brand to attract younger audiences Swayable, Thomas's English Muffins	AI for market researchers and Marketers: A practical guide Simon/Myers	The path to cultural relevance is paved with branded content Paramount	Embracing customer empathy: How Abercrombie & Fitch, Co. stays connected to their customers Fuel Cycle, Abercrombie & Fitch, Co.	Why good enough isn't good enough: Sample quality changes your research outcomes 84.51°
9:45 am - 10:15 am	Why (and how) the era of generative AI will change search Stravito	Insights for all: How to make research more accessible for people with disabilities Verizon	Goldfish Swim School Franchising, LLC transformed its CX strategy through data-driven emotion mapping though the entire customer journey Martec Group, Gold Fish Swim School Franchising, LLC	Transforming insight at NPR IMA, NPR	Proven step-by-step methods to layer cultural context into your research for increased competitive advantage Voxpopme, Ebony Marketing Systems
10:30 am - 11:00 pm	Real-world AI in action: How Tillamook accelerates insights and empathy Canvs AI, Tillamook	How Campbell's leverages behavioral research and augmented reality to fuel innovation Campbell Soup Company, NAILBITER	AI, ML and data quality Toluna	Great taste, less waste: How Grounded used SightX to help Brita in their fight against plastic waste SightX, Grounded World	Take a trip into the world of text analytics: Analyzing data from surprising sources Relative Insight
11:15 am - 11:45 pm	Keeping Humans in your IA Research Ipsos-Insight, LLC, Amazon	Captivating consumer minds: Unveiling the power of attention in the e-commerce landscape eye square	How Molson Coors uses foresight to inform the innovation pipeline Molson Coors Beverage Company	Gen Z unfiltered: Keeping it real with brands MarketVision Research	The value of simplification and focus when working on complex projects Azure Knowledge Corporation, Marketing Analysts
12:00 pm - 12:30 pm	End-to-end qualitative using AI enhancements OvationMR, Qualibee	Generative AI PANEL: Your new partner or the next threat? Quest Diagnostics, jade kite, Simon/Myers, The Palmerston Group	Just Zoom it: Status, asynchronicity and other scientific reasons you should use video conferencing Vanguard	We need to talk about Sydney! Rubiklab	The meaning of meaning RTi Research
12:30 PM - 1:30 PM	LUNCH BREAK (LIGHT FOOD FARE IN THE EXPO HALL)				
1:30 pm - 2:00 pm	Reaching multicultural audiences in today's media environment Horowitz Research, BET Media Group	A fireside chat: How Madewell found the perfect fit through communities with PA Consulting and Recollective Recollective	Be the change: Prioritizing social research at points of cultural inflection Warner Bros Discovery	Breaking the mold: How blending methodologies will ignite your growth in 2023 Attest	Research on research: The impact of generative AI on market research inca Nextt Intelligence, The Logit Group
2:15 pm - 2:45 pm	Reinventing NPS: A new way to measure perceived customer value for LinkedIn LinkedIn	It all comes down to people-centricity: How Colgate-Palmolive uses trends and foresight to stay in tune with consumers in a volatile and disrupted world Colgate-Palmolive	Leverage Spotify's neuroscience research to better engage with audiences Spotify	ChatGPT: What we know, what we don't know and what iResTech is doing to address the threat Quest Mindshare, Innovative Research Technologies	Contextual intelligence: Guiding business success by reframing business challenges and perceptions of people FaderFocus
3:00 pm - 3:30 pm	Propelled by insights: How Gatorade utilizes foundational research to drive brand growth Gatorade/PepsiCo, Propel	Online qualitative: Where to from here? QualCore.com Inc., Online Moderator Training Institute	Examining equity in patient care Publicis Health Media, MyHealthTeam	The art of decision-making: Practical techniques to lead in a data-driven world Columbia University	Protocepting: Turning great ideas into great product Johnsonville, GLJ Research, LLC.
3:45 pm - 4:15 pm	Inclusive research: Unveiling the truths of Latino consumers COMARKA Research	Understanding what customers do (and don't) want from offer propositions Comcast	The journey of revamping our brand Herbalife	Solving real-world business problems through disciplined, strategic research J.P. Morgan	
4:15 PM - 5:15 PM	QUIRK'S HAPPY HOUR IN THE REGISTRATION FOYER				

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