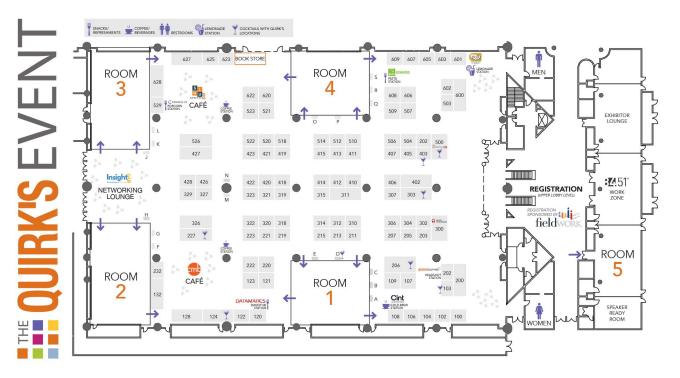
# WED. SCHEDULE

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						
	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 Al and human expertise to create consumer-centric winning in- culture strategy Bacardi (Grey Goose & Patron), Discover.ai	Al 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 an 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: Al 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 consum journey Luth Research, Expedia Gro	
12:30 PM -1:30 PM	LUNCH BREAK	LIGHT FOOD FARE IN THE I	EXPO HALL)			
	Room 1	Room 2	Room 3	Room 4	Room 5	
1:30 pm - 2:00 pm						
	Creating a more human-centric research process: Putting people back in insights	Unraveling data quality mysteries: Technology's role in market research execution	Humanity meets technology with an Al-first mind-set Suzy, PepsiCo	How Flixbus leverages LLMs for operational excellence	Beyond trackers: Protobran breakthrough approach to	
	SAGO	The Logit Group	Suzy, Tepsico	Caplena AG, Flix	brand health for Pladis Protobrand, pladis	
2:15 pm - 2:45 pm	SAGO			Capiena AG, Fiix		
2:15 pm - 2:45 pm	SAGO The universal truths of ag (and research!): Relationships and uncertainty are the name of the game Ag Access, Indigo Ag, Kris Engdahl, LLC		Size does NOT matter: How to deliver large-scale projects with a smaller team E-Tabs, Element Market Research	How to successfully integrate Al into your research toolbox Ironwood Insights Group, PersonaPanels		
	The universal truths of ag (and research!): Relationships and uncertainty are the name of the game Ag Access, Indigo Ag, Kris Engdahl, LLC	The Logit Group Community 2.0: How McCormick evolved their insight community to better connect with consumers around the world Reach3 Insights, McCormick &	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,	Protobrand, pladis Love of learning: Career development in a changing market research industry	
2:45 PM - 3:15 PM	The universal truths of ag (and research!): Relationships and uncertainty are the name of the game Ag Access, Indigo Ag, Kris Engdahl, LLC	The Logit Group 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,	Protobrand, pladis Love of learning: Career development in a changing market research industry	
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2:15 pm - 2:45 pm 2:45 PM - 3:15 PM 3:15 pm -3:45 pm 4:00 pm - 4:30 pm	The universal truths of ag (and research!): Relationships and uncertainty are the name of the game Ag Access, Indigo Ag, Kris Engdahl, LLC <b>AFTERNOON N</b> Unleashing the Microsoft- Voxpopme partnership: ChatGPT integration and the future of qualitative insights Voxpopme, Microsoft Happiness factories, how brands can navigate today's fan communities	The Logit Group Community 2.0: How McCormick evolved their insight community to better connect with consumers around the world Reach3 Insights, McCormick & Company ETWORKING BREAK IN THE Connecting with the new experiential consumer GfK, The Clorox Company Making the right, most impactful decisions for you and your insights organization in an ever-changing corporate environment Ipsoe-Insight, LLC, Warner Bros	Size does NOT matter: How to deliver large-scale projects with a smaller team E-Tabs, Element Market Research EXPO HALL Disney Case Study: Engaging Diverse Americans with Cultural Intelligence Collage Group; Disney Advertising Breaking the status quo: How PepsiCo and Black Swan Data are rewriting the new product innovation rulebook	How to successfully integrate AI into your research toolbox Ironwood Insights Group, PersonaPanels Agility on the line: Sweet insights are the icing on the cake Curion, Bimbo Bakeries USA How to power your brand's social media influence with market research	Protobrand, pladis Love of learning: Career development in a changing market research industry University of Georgia   MRI Al-powered consumer insights: Maximize the impr of your research Entropik It takes two to tango: Getti the most from long-term supplier partnerships	
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## THURS. SCHEDULE

8:00 AM - 5:00 PM	REGISTRATION F	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	Al 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 chang 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	Al, 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 tex 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 comple 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 (L	IGHT FOOD FARE IN THI	E EXPO HALL)			
	Room 1	Room 2	Room 3	Room 4	Room 5	
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   Nexxt 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: Guidin 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, LL	
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		
		Conicast		J.P. Morgan		



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Kiosk N	10	107	Entropik Teo
Kiosk O	ADAPT, Inc.	Kiosk B	ESOMAR
221	Ag Access	411	E-Tabs
407	Aha! Insights Technology	327	eye square
423	Ascribe	323	EyeSee
128	Attest	Kiosk L	Face2Face F
506	aytm	211	Fieldwork
223	Azure Knowledge Corporation	406	Finch Brand
428	BAMM	520	Focus Forwa
522	Behaviorally	601	Focus Group
102	Bellomy	507	Forsta
609	BHN Rewards	100	FRC, A Lieb
414	Bilendi & respondi	620	Fuel Cycle
622	Black Swan Data	Kiosk D	Full Circle R
310	buzzback	227	GfK
403	C & C Market Research	203	Global Lingo
213	Canvs Al	103	Global Surve
600	Caplena AG	321	GMO Resea
108	Cint	Kiosk M	Gold Resear
314	Civicom Marketing Research Services	510	GoodQues
205	Collage Group	Kiosk F	EzyThemes
311	CRG Global, Inc.	202	Headshot Be
529	Crunch.io	329	High Beam (
206	Curion	215	Highlight
405	DataDiggers Market Research	318	Horowitz Re
120	Datamatics	104	IMA
412	DIG Insights	207	inca   Nexxt
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Face2Face Research	410	Marke
Fieldwork	402	Mome
Finch Brands	503	Marke
Focus Forward	232	Murra
Focus Group America	418	myCL
Forsta	427	NAILE
FRC, A Lieberman Company	307	NeoC
Fuel Cycle	502	Netqu
Full Circle Research	320	NOR
GfK	106	Olson
Global Lingo	302	Opini
Global Survey	500	Ovati
GMO Research	621	Param
Gold Research, Inc.	315	Proto
GoodQues	608	Pulsar
EzyThemes	521	Purep
Headshot Booth	628	Quals
High Beam Global	200	quant
Highlight	300	Quest
Horowitz Research	121	Rakut
IMA	304	Rare F
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Ironwood Insights Group	426	Relati

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422	RTi Research
306	Rubiklab
319	Russell Research
220	Quirk's Media
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518	SightX
222	Stravito
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627	Suzy
109	Tango
421	Telepoll Market Research
132	The Logit Group
Kiosk G	The Martec Group
Kiosk Q	Tobii
303	Toluna
322	Toppan Digital Language
602	Tremendous
Kiosk P	Trusted Talent
Kiosk E	University of Georgia MRII
625	Verasight
122	Verbit
Kiosk K	Veylinx
Kiosk A	Voiceform
523	Voxpopme
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