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ESOMAR LIVE

ASIA PACIFIC 2016

Tokyo / 17-19 May

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REGIONAL PROFILE

Want to learn more about the Asia Pacific region? Check out the ESOMAR regional profile with key industry figures, list of representatives, local associations and more!

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Overview

Workshop

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PROGRAMME

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= ESOMAR MEMBER

- Tuesday, 17 May
- Wednesday, 18 May
- Thursday, 19 May

Tuesday, 17 May 12:30 - 20:00

Workshop registration: 12:00 - 14:00

Conference registration: 14:00 - 19:00

Exhibition: 18:30 - 20:00

12:30 - 13:30	LET'S TALK PRIVACY Hands-On Guidance from ESOMAR - for all APAC 2016 attendees Central to many of the new data streams is the issue of data and personal privacy. Because this theme will come back in the conference and workshop sessions, ESOMAR will host a discussion on privacy for all conference attendees.
14:00 - 17:00	PRE-CONFERENCE ESOMAR WORKSHOP MERGING DATA STREAMS The real challenge of Big Data <i>Edwin Kooge, Metrixlab Big Data Analytics, Netherlands</i> <i>Natasha Walk, Metrixlab Big Data Analytics, Netherlands</i>
18:45 - 19:00	FIRST TIMERS TOUR Whether you're new to ESOMAR, new to the region, new to the event - we're happy to take you on our 'first timers' tour
19:00 - 20:00	Welcome reception in exhibition area - sponsored by CINT

Wednesday, 18 May - Conference day one 09:00 - 18:45

Conference registration: 08:00 - 09:00

Exhibition: 08:00 - 18:45

PROGRAMME COMMITTEE

Committee Chair



STEPHEN PATON

Manager Research & Insights, AGL Energy, Australia

Committee Member



CHRIS RIQUIER


Board Director, Foxley, Australia

Committee Member




JOHN SMURTHWAITE


ESOMAR APAC Ambassador /





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Simultaneous translation in Japanese available.	
	WELCOME
09:00 - 09:25	Opening and welcome <i>Finn Raben, ESOMAR Director General</i> <i>Laurent Flores, ESOMAR President</i> <i>Shinichi Hosokawa, ESOMAR Representative for Japan</i> <i>Shunichi Uchida, Vice Chairman, JMRA - Japan Marketing Research Association</i>
09:25 - 09:35	Introduction to programme and opening keynote <i>Stephen Paton, Programme Committee Chair</i>
09:35 - 10:05	OPENING KEYNOTE SPEAKER China on Speed Dial <i>Bessie Lee, Founder & CEO, withinlink, China</i>
10:05 - 10:15	Q&A
CONNECTING IDEAS TO AMPLIFY THE VALUE OF RESEARCH	
10:15 - 10:20	Introduction by session chair <i>Noriko Nakano, Nihon L'Oreal Research & Innovation Center, Japan</i>
10:20 - 10:40	BUSINESS ISSUE Future-proofing a Tracking Study in Japan <i>Adapting to the device of preference</i> <i>Daniel Welch, Ipsos, Australia</i> <i>Makoto Moriguchi, The Coca-Cola Company, Japan</i>
10:40 - 11:00	METHODOLOGICAL INSPIRATION Taking Games Seriously <i>Changing rules for a changing world</i> <i>Lee Ryan, Springboard Ideas, New Zealand</i> <i>Monica Cravenetya, DEKA Marketing Research, Indonesia</i> <i>Satish Pai, Freelance consultancy, India</i>
11:00 - 11:45	'Get Connected' break Join the speakers in the discussion zone and network in the exhibition
VALUABLE CONNECTIONS WITH DATA	
11:45 - 11:50	Introduction by session chair <i>Tricia Ng, Colgate-Palmolive, Hong Kong</i>
11:50 - 12:10	NEW GROUND RESEARCH How to Save Two Industries and Make a Little Money <i>Digital segment targeting in APAC</i> <i>Alistair Leathwood, TNS Global, Australia</i>
12:10 - 12:30	METHODOLOGICAL INSPIRATION Bringing Mindfulness into Micro Moments Using a marriage of seemingly disparate disciplines of mindfulness, passive big data and immersive qualitative research to overcome a key consumer research challenge <i>Jayadevan Ambat, The Third Eye, India</i> <i>Prithvi Raj, Nielsen, India</i> <i>Ravi Dixit, Google, India</i>
12:30 - 12:50	BUSINESS ISSUE Slow Burn to Fiery Flame How cross-fertilising data can generate fresh insight to reignite a languishing category <i>Ritanbara Mundrey, Nestlé, India</i>
12:50 - 13:00	SPONSOR FAST TRACK How can I help your business?
13:00 - 14:30	'Get Connected' lunch - sponsored by QPA

Chairman, INS, Malaysia

Committee Member



LIFENG LIU
CEO, Ipsos Asia Pacific, China

Committee Member




NORIKO NAKANO
Senior Manager of Product Performance Evaluation, Nihon L'Oreal Research & Innovation Center, Japan

Committee Member



SHUNICHI UCHIDA
Vice Chairman, JMRA - Japan Marketing Research Association, Japan

Committee Member



TRICIA NG
Associate Director, Shopper Insights & Business Analytics, Colgate-Palmolive, Hong Kong

	Join the speakers in the discussion zone and network in the exhibition
	CONNECTING STORYTELLING WITH DATA (INTERACTIVE CAPSULE 1)
14:30 - 14:35	Introduction by session chair <i>Shunichi Uchida, JMRA - Japan Marketing Research Association, Japan</i>
14:35 - 15:15	INTERACTIVE Finding and Communicating the Story in the Data <i>Ray Poynter, The Future Place, UK</i>
15:15 - 15:30	ESOMAR REPRESENTATIVES CAPSULE POLLING CONNECTIONS A move from autocracy to democracy, political polling is coming of age in some countries. Hear what is happening in Indonesia and Myanmar from two of the ESOMAR Country representatives. Chaired by: <i>John Smurthwaite, ESOMAR APAC Ambassador</i> Participants: <i>Harry Puspito, ESOMAR Representative for Indonesia</i> <i>Marita Schimpl, ESOMAR Representative for Myanmar</i>
15:30 - 16:15	'Get Connected' break Join the speakers in the discussion zone and network in the exhibition
16:15 - 16:30	BREAKING NEWS FROM ESOMAR <i>Finn Raben, ESOMAR Director General</i>
	GET CONNECTED FOR A BETTER WORLD
16:30 - 16:35	Introduction by session chair <i>John Smurthwaite, ESOMAR APAC Ambassador</i>
16:35 - 16:55	CASE STUDY Social Marketing Campaigns, Inequality and Materialism A case study of young consumers in Jakarta <i>Godo Tjahjono, Ipsos, Indonesia</i> <i>Iwan Murty, Ipsos, Indonesia</i>
16:55 - 17:15	CASE STUDY One is Greater than One Million <i>Thinh Phan Quang, TITA Research, Vietnam</i>
17:15 - 17:35	NEW GROUND RESEARCH Red Alert Understanding the demand and supply side of girl child trafficking using a behavioural science approach <i>Elca Grobler, My Choices Foundation, India</i> <i>Ram Prasad, Final Mile Consulting, USA</i>
17:35 - 17:45	ESOMAR FOUNDATION Can You Be The Difference? <i>Pieter Paul Verheggen, ESOMAR Council Member and Representative of the Supervisory Board of the ESOMAR Foundation</i>
17:45 - 18:45	Networking drinks Join the speakers in the discussion zone and network in the exhibition
Thursday, 19 May - Conference day two 09:00 - 18:00	
Conference registration: 08:00 - 09:00	
Exhibition: 08:00 - 18:00	
Simultaneous translation in Japanese available.	
	CONNECTING WITH THE FUTURE

09:00 - 09:05	Introduction to guest speaker <i>Laurent Flores, ESOMAR President</i>
09:05 - 09:30	GUEST SPEAKER Insights2020: Driving Customer Centric Growth <i>Marc de Swaan Arons, Vermeer, USA</i>
09:30 - 09:35	Introduction to panel by session moderator <i>Chris Riquier, Foxley, Australia</i>
09:35 - 09:50	FUTURE METHODS Stay AGILE or ? <i>Pravin Shekar, krea, India</i>
09:50 - 10:05	FUTURE SCENARIOS Transformational Strategy Designing your business future <i>Steve Tighe, Chasing Sunrises, Australia</i>
10:05 - 10:25	FUTURE SKILLS Partnership, Marriage, Hookup, or One Night Stand? Client & agency relationships in the digital age <i>David McCallum, Gordon & McCallum, Australia</i> <i>Tomoko Nishi, Bristol-Myers Squibb, Japan</i>
10:25 - 10:45	Panel discussion
10:45 - 11:20	'Get Connected' break Join the speakers in the discussion zone and network in the exhibition
	CONNECTING WITH THE YOUNG AND YOUNG AT HEART
11:20 - 11:25	Introduction by session chair <i>Lifeng Liu, Ipsos Asia Pacific, China</i>
11:25 - 11:45	BUSINESS ISSUE A Mobile Discovery to Reveal the Passions of Chinese Youth <i>Muthu Kathiresan, Anheuser-Busch InBev, China</i> <i>Navin Williams, MobileMeasure, China</i>
11:45 - 12:05	RESEARCH APPLICATION Chinese Gen Y: The Generation of Opportunities A psychographic portrait of their values, lifestyles and consumption attitudes <i>Dirk Ziem, concept m research + consulting, Germany</i> <i>Sami Wong, concept m research + consulting, China</i>
12:05 - 12:25	RESEARCH APPLICATION Myth vs. Facts Connecting with the Senior Gens <i>Dangjathawin (Orm) Anantachai, INTAGE, Thailand</i>
12:25 - 13:45	'Get Connected' lunch Join the speakers in the discussion zone and network in the exhibition
	CONNECTING INSIGHT WITH IMPACT (INTERACTIVE CAPSULE 2)
13:45 - 13:50	Introduction by session chair <i>Shunichi Uchida, JMRA - Japan Marketing Research Association, Japan</i>
13:50 - 14:30	INTERACTIVE Improving the Return on Insights <i>Erica van Lieven, Direction First, Australia</i> <i>Tom De Ruyck, InSites Consulting, Belgium</i>
	MAKING THE CONNECTION FROM PATH TO PURCHASE
14:30 - 14:35	Introduction by session chair <i>Noriko Nakano, Nihon L'Oreal Research & Innovation Center, Japan</i>
14:35 - 14:55	CASE STUDY Indonesia's New Path to Purchase and it's All Mobile

	<p>How smartphones are transforming the way consumers move their on/offline worlds and are creating a new path to purchase <i>Karthik Venkatakrishnan, GfK, Singapore</i> <i>Masao Kakiyama, Google Asia Pacific, Singapore</i></p>
14:55 - 15:15	<p>CASE STUDY Recall or Re-enact? Discovering the true online path to purchase in China <i>Chong Hin Ng, Asia Insight, Singapore</i> <i>Evelyn Chok, Asia Insight, Singapore</i> <i>Hui Xin Cheah, Asia Insight, Singapore</i> <i>Jinyu Lim, Asia Insight, Singapore</i> <i>Nidhi Khanwalkar, HP, India</i></p>
15:15 - 15:45	<p>'Get Connected' break Join the speakers in the discussion zone and network in the exhibition</p>
	<p>CONNECTED! THE ART AND SCIENCE OF ENGAGEMENT</p>
15:45 - 15:50	<p>Introduction by session chair <i>John Smurthwaite, ESOMAR APAC Ambassador</i></p>
15:50 - 16:10	<p>NEW RESEARCH Revolutionising Asia 3 key trends in social media <i>Bonnâe Ogunlade, Carat Asia Pacific, Singapore</i> <i>Jennifer Serrano, SSI, Singapore</i> <i>Michael Fegan, SSI, Japan</i> <i>Robert Fry, Voxpopme, Singapore</i></p>
16:10 - 16:30	<p>NEW RESEARCH Authentic Amplification or Echo Chamber? Generating brand engagement via social media <i>Anne Rayner, TNS Global, Australia</i></p>
16:30 - 16:50	<p>BUSINESS ISSUE The Science of Engagement Understand emotional reaction and engagement to content-led marketing / native advertising <i>Patrick Fagan, CrowdEmotion, UK</i> <i>Sally Wu, BBC (Global News), Singapore</i></p>
16:50 - 16:55	<p>Introduction to closing keynote <i>Stephen Paton, Programme Committee Chair</i></p>
16:55 - 17:20	<p>CLOSING KEYNOTE SPEAKER Japanese Culture and Innovation <i>Morinosuke Kawaguchi, Futurist and Designer / Founder, Morinoske, Japan</i></p>
17:20 - 17:30	<p>Closing and awards <i>Finn Raben, ESOMAR Director General</i> <i>Laurent Flores, ESOMAR President</i> <i>Stephen Paton, Programme Committee Chair</i></p>
17:30 - 18:00	<p>Farewell drinks Join the speakers in the discussion zone and the exhibitors for 'see you again soon' drinks</p>

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