

Markedsanalyse-eftermiddag

Torsdag 31/8 2017

Inspiration for alle, der arbejder med markedsanalyse

DI Rådgiverne og ESOMAR inviterer til en eftermiddag med inspiration for alle, der arbejder med markedsanalyse, forbrugerindsigt og opinionsmålinger – både købere af markedsanalyser og institutterne. Hør om nye tendenser, udfordringer og muligheder fra fire inspirerende oplægsholdere – og netværk med folk med relation til markedsanalyse.

Programme

13.30 Welcome

> DI & ESOMAR

13.45 The consumer trends that drives tomorrow's Market Research

> Ole Petter Nyhaug, Partner, Opinion AS, Norway

Ole Petter Nyhaug will give his views on the consumer trends, that drives tomorrow's market research. Let's take our own medicine, and ask ourselves how we as market researchers can stay relevant in the future

14.20 Connecting with consumers

> Nikki Lavoie, Director, Mindspark, France

Not only are respondents willing to give their time when they feel a meaningful connection to research, but that empathising (without paying them) can actually lead to higher completion rates, and clearer insight and better ROI

14.55 Coffee break

15.15 The Public Perception of Market Research

> Luke Sehmer, Senior Research Director, Research Now, UK

A presentation of findings from the 2016 Esomar Congress Paper on the Public Perceptions of Market Research and the implications for the future

15.50 The Segmentation Revival

> Jon Puleston, Vice President Innovation, Lightspeed, UK

Jon Puleston will show why he thinks we need to conduct segmentation research in the world of big data. Besides that, Jon will give his view on where the market research industry is moving, and what our role should be in the future

16.25 Concluding remarks

> DI & ESOMAR

16.30 Networking and drinks

Tid og sted

Torsdag den 31. august 2017

kl. 13.30-17.00

Registrering fra kl. 13.00

Industriens Hus

H.C. Andersens Boulevard 18

København V

Oplæggene holdes på engelsk.

Tilmelding og pris

Tilmelding kan ske [her](#)

Frist for tilmelding er 25. august 2017.

Deltagelse er gratis.

Der opkræves et 'no-show-fee' på 500,- kr. ved udeblivelse uden afbud.

Kontakt

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