



The conference program is currently being developed. If you wish to participate, please contact Sarah at sholmes@richmondevents.com or 212 651 8770.

Topics under review

- Innovative ways to uncover insight
- Turning data mining and consumer insights into business intelligence
- How to incorporate social listening into brand insights.
- Global research without overspending
- Faster ways to segment customers dynamically
- Reaching the unreachable
- Incorporating disparate data into a cohesive story and actionable strategy
- Integrating methodologies to maximize decreasing research budgets
- Effective marketing strategies for changing millennial families
- How to leverage advanced analytical techniques to drive personalization, improved customer experience and business performance
- Better understanding human behavior and experience
- Advances in custom automation
- Has the era of self-directed and observational mobile ethnography arrived?
- The impact of new levels of data privacy and accountability
- How to instill an insights-based mindset into the organization
- Cross platform data reconciliation
- Measuring ROI of social media beyond engagements and impressions
- Understanding the modern day consumer – who exactly are they?
- Driving proactive analytics to improve business results
- Influence & impact: the future role of the market researcher