



Keynote Address

Tool or Threat? An Optimist's View on Emerging Technologies for Insights Professionals

Eileen Campbell, Experienced CEO, Board Director and Marketing Executive

Doesn't it seem like every few years, doomsayers are declaring the imminent demise of market research? The rise of DIY research platforms, social media as research substitute, big data and now artificial intelligence have all been presented as existential threats to research agencies and insights departments alike. In fact, if we are to listen to the Elon Musks and Stephen Hawkings of this world, we might be convinced that artificial intelligence is an existential threat...period, full-stop.

It would indeed be a huge mistake to be naïve or complacent about the potentially transformative effect of emerging technology. But why are we so quick to assume that the effect will be a negative one? Eileen Campbell, former CMO of IMAX Corporation and CEO of Kantar Millward Brown, will present an optimist's view of the benefits we can derive from accelerating our adoption of technology in the insights industry. In her address, Eileen will cover:

- The role that machine learning, artificial intelligence and blockchain technology can play in the industry's future.
- Thoughts on how to separate real opportunity from the inevitable industry hype.
- Implications for insight professionals and why it's time to end the industry's self-defeating narrative.



Eileen Campbell has a long history of leadership in marketing and research. She recently stepped down from her role as the Chief Marketing Officer at IMAX Corporation to form Womintuition, an umbrella for her consulting and business interests. At IMAX, Eileen lead the company's marketing interactions with leading Hollywood studios and joint venture exhibition partners around the world. During Eileen's tenure, IMAX released such blockbuster films as Star Wars: The Force Awakens, Jurassic World, and Deadpool.

Prior to joining IMAX, Eileen served as the Global CEO of Millward Brown, a \$1B research-based consultancy owned by WPP. She joined MB in 2000 as the CEO for North America. In 2007, Eileen was appointed global CEO, where she was accountable for Millward Brown's 78 offices in 51 countries. The company's client roster included 81 of the world's top 100 brands.

In addition to her consulting practice, Eileen is a member of the board of advisors for Reimagine Holdings Group, a private equity firm focused on technology-enabled consumer insights and marketing services companies. She previously held board of director's seats at Vision Critical, a SaaS company providing customer intelligence software, and the Angus Reid Group, a global polling firm. She is a founding board director of Power of Voice, a not-for-profit committed to providing communications skills training for civil society organizations in low income countries. She is also a member of C200, a women's executive leadership organization, where she is involved in mentoring activities.



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

