

# CONFERENCE PROGRAM - DAY 1

There was no limit on the number of submissions a company could provide. All submissions were judged on the same criteria, and papers were chosen on their merits.

## ASIA PACIFIC RESEARCH CONFERENCE



AMSRS is proud to host the inaugural Asia Pacific Research Conference at the Hilton Hotel in Sydney. The Society is collaborating with our equivalent organisations in Japan, China and Korea to launch an Asia Pacific conference with invited speakers and delegates from the region. Members from the market research associations in these countries will be invited to attend, as well as those from other related member organisations in the region including New Zealand, Malaysia, Singapore, Philippines, Thailand and Vietnam.

The Asia Pacific Research Conference will give conference delegates the opportunity to hear the best papers from our neighbours and be exposed to new thinking from the Asia Pacific region. Australian researchers will also have the opportunity to develop relationships with allied marketing services professionals and their Asia Pacific neighbours.

There will be a dedicated Asia Pacific session at the conference on Day 1 as well as an industry update on what is happening in the region on Day 2.

MORNING

CO-CHAIRS: Duncan Rintoul & Paul Vittles

- Welcome to Country - Allan Chikka Madden - *Metro Local Aboriginal Land Council*
- Welcome from AMSRS President - Peter Harris
- Welcome from Asia Pac President - APRC Chair - Mr Norio Taori - *Japan Marketing Research Association (JMRA)*
- **GERALDINE DOOGUE** - Australia - a global and regional perspective
- Pecha Kucha Conference Peek - Paul Vittles and Duncan Rintoul
- **ANDY DEXTER** *Truth (UK)* - Recession is renewal
- **ADAM FERRIER** *Naked* - 'Sorry, insight is not enough': Why tomorrow's brand building landscape requires a different style of human understanding.
- DISCUSSION TIME/SOCIAL NETWORKING

### MORNING TEA

- Welcome Platinum Sponsor - Ian Thomas - *ekas marketing research services*
- **MICHAEL GREENACRE** *Universitat Pompeu Fabra (Spain)* - Dynamic perceptual mapping
- **JOHN KEARON** *BrainJuicer (UK)* - Predictive markets: Utilising the wisdom of crowds to slay the sacred cow of scientific sampling
- **TONY KEUSGEN** *Google* - Google - A look inside: The Google vision, principles, and what's on the horizon
- DISCUSSION TIME

### LUNCH

AFTERNOON

#### EMOTION & NEUROSCIENCE

CHAIR: Liane Ringham

- **It's not me, it's you** - Consumer-centric media planning  
John Cucka with Howard Parry-Husbands  
*Pollinate*
- **Mind, body and brand spirit** - Includes how feelings have informed Tourism Australia's well-being marketing  
Liane Ringham and Sara Vickers  
*Inside Story*
- **Darwin's feelings** - A framework of evolution and emotion (and how to use it)  
Huw Hepworth  
*Painted Dog Research*
- DISCUSSION TIME

#### GOVERNMENT COMMUNICATIONS

CHAIR: Jacqui Cristiano

- **Under the influence** - The role of research in effective drug and alcohol harm minimisation campaigns  
Brent Mackie  
*NSW Health Community Drug Strategies*
- **Communicating during a crisis** - Choosing your words  
David Bruce - *Colmar Brunton Social Research* with Michele Hendrie - *Australian Government Attorney General's Department*
- **Talking the same language: A proposed model for understanding Non-English speakers' information needs on an individual community basis**  
Craig Young  
*NWC Opinion Research*
- DISCUSSION TIME

#### METRICS & MEASUREMENT

CHAIR: Sol Lebovic

- **Demonstrating the return on investment of customer experience: The Flight Centre case study**  
Steven Cierpicki  
*Colmar Brunton*
- **All you need is love?**  
Lisa Lewers  
*Lewers Research*
- **At Last! Brand measurement equals brand performance**  
Ken Roberts with Elaine Wong  
*Forethought*
- DISCUSSION TIME

#### ASIA PACIFIC RESEARCH CONFERENCE 2009

- Overview of the industry and profession in the Asia Pacific region  
Peter Harris - *AMSRS President*  
Travyn Rhall - *CEO Africa Asia Pacific, Millward Brown*
- Discussion Time  
Peter Harris - *AMSRS President*  
Travyn Rhall - *CEO Africa Asia Pacific, Millward Brown*
- Touch the Very End of the China Market  
Ms Theresa Wei  
*Client Service Department, GfK China Retail and Technology Co., Ltd.*

### AFTERNOON TEA

#### CONSUMER INSIGHTS

CHAIR: Robyn Hayes

- **Innovating our way out of the recession with the use of market mavens in market research**  
Peter Kenny  
*Colmar Brunton*
- **Insight without consumers: Brands are turning to culture**  
Peter Drinkwater with Melissa Carey  
*Added Value*
- **Why consumer insights are like a refrigerator: Opening up the consumer to make the light go on**  
Orlando Wood  
*BrainJuicer*
- **What does it mean to be 3? We continue to ask this not only of our customers but of our staff**  
Sharon Keating  
*Hutchison 3*
- DISCUSSION TIME

#### YOUTH

CHAIR: Kristy Barker

- **No more blank faces and mumbled responses: A new way to research teens**  
Bryant George with Emma Lewis  
*Stancombe Research & Planning*
- **It is all about me... or is it?**  
Sally Joubert - *Luma*  
with Georgia Phillips - *add+impact*
- **Between a rock and a hot place**  
Ainslie Williams - *Vivid*  
with Kay Coppa - *Cancer Council NSW*
- DISCUSSION TIME

#### QUANT TECH

CHAIR: Scott MacLean

- **How to compute p-values and significance for online data**  
Tim Bock  
*numbers*
- **When the real world problem is extremely complex, how do we overcome excessive cognitive load when mirroring intensive and intricate information conditions in research?**  
Con Menictas - *AMR Interactive* with Brian Fine - *The ORU*
- **Do our measurement scales work the way we think they do?**  
Jane Scott  
*News Magazines*
- DISCUSSION TIME

- **An innovative research method using a mobile photo-diary and advanced respondent management**  
Ms Yuu Ozaki  
*Business Development Department, Dentsu Research Inc*
- **An Overview of online research in Korea: The lesson from the failure**  
Mr Ryan Hong - *Vice President - Lightspeed Research*  
Dr Heung Chul Lee - *Korea President - NIR*
- **Exploring how cultural differences impact survey design, measurement and interpretation of findings**  
Paul Chong  
*NWC Opinion Research*

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# CONFERENCE PROGRAM - DAY 2

MORNING

## RETAILING

CHAIR: Warwick Hoare

- ▶ **Understanding how consumers use price when buying**  
David Donnelly  
*Instinct and Reason*
- ▶ **Mystery shopping in the club industry: the first 11 years**  
Michelle Pascoe  
*(OOPS) Optimum Operating Procedures and Services*
- ▶ **Why shopper research is not the magic bullet for your in-store challenges**  
Stuart Reeve  
*Jigsaw Research*

DISCUSSION TIME

## SOCIAL MARKETING

CHAIR: Vicki Arbes

- ▶ **What gives a social marketing campaign longevity and success? Reflections on the Freedom From Fear Campaign Against Domestic Violence, ten years on**  
Donna van Bueren - *TNS Social Research*
- ▶ **"Worth more than a million pamphlets" CHOPPED LIVER: An evaluation of story telling in health promotion with Aboriginal audiences**  
Kristine Giddy - *Cultural and Indigenous Research Centre Australia (CIRCA) with Sallie Cairnduff - Aboriginal Health and Medical Research Council of NSW*
- ▶ **Revolution for evolution: A new approach to road safety advertising & more significant role for social marketing research**  
Joan Young - *Colmar Brunton Social Research with Richard Blackwell - The Motor Accident Commission, SA*

DISCUSSION TIME

## SAMPLE SLAM

CHAIR: Phil Hughes

- ▶ **Multiple panelist accounts: Can online respondents remain consistent in their declared demographics?**  
Mitch Eggers - *GMI*
- ▶ **Consistency testing of online research panels**  
Steve Gittelman & Elaine Trimarchi - *Mktg Inc*
- ▶ **Market research and customer analytics: Friends or foes?**  
David Bednall - *Deakin University*
- ▶ **Segmenting online panelists: A volunteering perspective**  
Jason Buchanan - *Research Now with Andrea Vocino - Deakin University*
- ▶ **Online research communities and customer advisory panels: How to realise the research and economic benefits these offer**  
Andrew Cooper - *Verve*

DISCUSSION TIME

## RELATIONSHIPS & ARCHETYPES

CHAIR: Tracey Hardie

- ▶ **Caught in the middle**  
Jacqui Cristiano  
*Australian Taxation Office*
- ▶ **The secret diary of Riita Researcher**  
Tiina Raikko  
*FUEL*
- ▶ **The stories we need to tell: Archetypes for market researchers**  
Victoria Gamble with Carolyn Childs  
*TNS*
- ▶ **Masculinity in Australia**  
James Pike  
*Added Value*

DISCUSSION TIME

## MORNING TEA

### ARTS & COMMUNITY

CHAIR: Matt Balogh

- ▶ **Spinning yarns – Why researchers need to be great storytellers**  
Sam Everingham - *Stethoscope Research*
- ▶ **Your stories, my stories, different stories: Understanding how to better engage multicultural audiences with the Australian Museum and National Museum of Australia**  
Natalie Jurisic - *CIRCA*
- ▶ **Matching libraries to communities: The role of market research**  
Stephanie Nguyen with Jane Cowell - *AEC Group Ltd*
- ▶ **Making a difference with research: for a company and a local community**  
Christine Walker - *Alliance Strategic Research*

DISCUSSION TIME

### EVALUATION AND SOCIAL PROGRESS

CHAIR: Alison Wallace

- ▶ **Getting kids active: Balancing organisational needs, environmental constraints and scientific design in a systematic approach to evaluating the Active After-school Communities Program.**  
Christine Chalmers - *Newspoll with Cecilia Hemana - Australian Sports Commission*
- ▶ **A chance to be heard: Evaluating circle sentencing, an Aboriginal justice program**  
Anne Redman - *Cultural and Indigenous Research Centre Australia (CIRCA) with Liz West - NSW Attorney General's Department*
- ▶ **Measuring progress: Global, national and local perspectives**  
Dr Paul Jelfs - *Australian Bureau of Statistics*

DISCUSSION TIME

### WEB 2.0

CHAIR: Chris Mawn

- ▶ **Research 2.0. It's all the buzz but what drives member engagement? How to ensure online research communities succeed**  
Daniel Alexander-Head - *Colmar Brunton*
- ▶ **Complete life: Understanding digital expression for deeper insight**  
Paul Merrell - *ruby cha cha with Ross McLelland - Vodafone Australia*
- ▶ **Market research's second life**  
Chris Thomas - *Direction First*
- ▶ **The daily insight diet and the irrelevance of professional weightwatchers**  
Andrey Evtenko - *Direction First*

Understanding online communities and their relationship to client owned panels

Kris Hartvigson - *Vision Critical Group*

DISCUSSION TIME

### OPS SESSION

WELCOME: Ian Thomas - *AMSRO*

- ▶ **Battling adversity in project management**  
Andy Cubie - *Ipsos UK*
- ▶ **Working from home: New media technology, workplace culture and the changing nature of domesticity**  
Dr Melissa Gregg - *Sydney University*
- ▶ **Operationally speaking, what's the story on online qual?**  
Barbara Jones - *Creative Catalyst Insights*

### YRG SESSION

WELCOME: Peter Harris, *AMSRS*

- ▶ **The story of "us" – understanding marketing and social researchers as a group**  
Amanda Fowler - *TNS*  
Louise Genge - *Bpay Ltd Pty*
- ▶ **Career development: Successful Stories - How I got here / There**  
• Hugh Mackay  
• Martin O'Shannessy - *Newspoll QUESTION TIME*
- ▶ **Beyond what you know: Interesting Papers**  
*Why there are no quick fixes when it comes to doing 'difficult' research*  
Donna van Bueren - *TNS Social Research*

## LUNCH

- ▶ **Indigenous fieldwork: Are the rules so black and white?**  
Noel Niddrie - *Winangali*
- ▶ **On the Call Face: The Indian contact centre consumer experience - A research analysis**  
Catriona Wallace - *ACA Research*
- ▶ **Beauty and the geek: The importance of good looking online surveys and the impact on data quality.**  
Chris Mawn & Gillian Milne - *yellowSquares*
- ▶ **Technology & innovation: Developments in fieldwork from around the globe**  
Jason Buchanan - *Research Now*

- ▶ **QUANT**
- ▶ **Online research: what the textbooks don't tell you**  
Tim Bock - *numbers*
- ▶ **Predicting changes in market share via brand trackers**  
Ken Roberts - *Forethought Research*
- ▶ **QUAL**
- ▶ **Sensing an idea**  
Angela Thomas - *The Chair*
- ▶ **The long and the short of online qual**  
Barbara Jones - *Creative Catalyst Insights*

To take advantage of the discounted rates for either of these sessions you must qualify as an OPS or YRG delegate. To review the criteria and eligibility terms and conditions, please go the AMSRS website.

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AFTERNOON

## LUNCH

CHAIR: Peter Harris

- ▶ **BRUCE SULLIVAN** - Claiming back balance in your life with the energy of a four year old almost every day!
- ▶ **JANE MALLAM** *Tourism Queensland* - The best job in the world
- ▶ **ASIA PAC PANEL:** Asia Pacific Regional Stories – an update from leaders in Japan, China, Korea and Australia

## AFTERNOON TEA

CHAIR: Duncan Rintoul & Paul Vittles

- ▶ **Pecha Kucha - State of Origin - Short stories, tall tales**
- ▶ **Awards / Prizes**
- ▶ **THE DREAM PANEL - Envisioning a thriving research industry in 2019** Chaired by Chris Riquier (*TNS*)  
• Andy Dexter • Rigas Harbilas • Neil Lawrence • George Megalogenis • John Sergeant • Wild card spot
- ▶ **ANH DO** - We've boundless plains to share – the cultural melting pot of Australia

Closing Drinks hosted by the YRG