

TMRE

Advancing the business value of insights. Together as an industry.

November 15-17, 2021

Omni Nashville

AGENDA

SEIZE THIS MOMENT.

DAY ONE: MONDAY, NOVEMBER 15, 2021

8:00	Registration Opens & Morning Breakfast in the Exhibit Hall (<i>Broadway Ballroom</i>)				
8:45	Welcome to TMRE 2021 (<i>Legends ABCD</i>) David Boyle , Founder, AUDIENCE STRATEGIES & TMRE Chairperson				
9:00	KEYNOTE UNLOCK THE NEXT S-CURVE OF INNOVATION, POWERED BY HUMAN + DATA + TECHNOLOGY Kirti Singh , Chief Insights & Analytics Officer, PROCTER & GAMBLE				
9:25	AFTER THE KEYNOTE A DIALOGUE WITH KIRTI SINGH & DAVID BOYLE				
9:45	KEYNOTE AGITATE TO STIMULATE: HOW SUCCESSFUL BRANDS EMBRACE A DOSE OF GOOD FRICTION Soon Yu , International best-selling author, Author of <i>Friction</i>				
10:30	NETWORKING BREAK IN THE EXHIBIT HALL+ ITOI MEETINGS <i>Book signing with Soon Yu (Masks required) – complimentary books for the first 40 who queue.</i>				
<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms. You're welcome to move between tracks, this is your experience to customize.</i>					
11:30	CONSUMERS DECODED <i>Legends E</i>	FUTURE WORLD <i>Legends F</i>	MISSION: INNOVATE INSIGHTS <i>Legends G</i>	COLLAB LAB Music Row 5	OUTDOOR ACTIVITIES <i>Spa Terrace</i>
11:30	Welcome	Welcome	Welcome	Welcome	
11:40	TREND LENS Building Brand Love: Cultivating Gen Z's Loyalty and Affinity in North America And Western Europe DECKERS BRANDS +	PANEL DISCUSSION Continuous Research Toolkit: Tips, Tricks, and Hacks for Surviving the Great Consumer Shift Moderated by: FUELCYCLE	BUSINESS CASE Escape, Connect and Grow: Unravelling the Theory of Entertainment SONY PICTURES TELEVISION	BUSINESS CASE PNC Creates a Cutting Edge Banking Experience by Activating User-Centered Insight and Design Thinking	

	YPULSE	Panelists: ECHOMR, FANDOM		Methods PNC	
12:10	TREND LENS Disrupted to Disruptor: Using Research to Make Bold Decisions in Times of Change MOMENTIVE	PANEL DISCUSSION Adapting to the Pace of Change & Business Demands: Impact, Scalability & Agile Research Strategies Moderated by: GUTCHECK Panelists: JOHNSONVILLE, PEPSICO., FRUIT OF THE LOOM	BUSINESS CASE Revolutionizing Your Brand and Product with Experience Design QUALTRICS	PANEL DISCUSSION – DOUBLE SESSION Better Insights, Better Outcomes: Unlock the Future by Unifying Analytics, Big Data & Insights Moderated by: FLUENT RESEARCH Panelists: PERNOD-RICARD, MASSMUTUAL, VIACOMCBS	
12:40	PANEL DISCUSSION The Future of Brands: Navigating Brand Authenticity & Trust Moderated by: OVATIONMR Panelists: EASTMAN, IBM, ORGANIC VALLEY	BUSINESS CASE The New World of Cannabis - CBD in the US CANOPY GROWTH CORP.	STRATEGIC ACCELERATOR Transforming into an Insights-Driven Business BLOOMFIRE & BRUNSWICK		TRUST CIRCLE What's the Right Balance Between Insights Professionals vs. Insights Tech? Leader: PODS
1:05	Lunch <i>Ballroom ABCD</i> Followed by Dessert & Coffee in the Exhibit Hall				
2:05	BUSINESS CASE How to Save Time, Money and Connect Seamlessly to Global Audiences CINT & GOOGLE	STRATEGIC ACCELERATOR The Rise of the Subscription Lifestyle: New Information on Emerging Consumer Behavior SKIM	BUSINESS CASE Agile Game Plans - How PepsiCo's Sports & Fitness Insights Team Plans for The Unexpected PEPSICO SPORTS & FITNESS	PANEL DISCUSSION Insights 2021: The Inclusivity Question Moderated by: SUZY Panelists: SUZY, KRAFT HEINZ	INFORMAL NETWORKING What are Some of Your Favorite (and economical) Tools in Your Current Toolbox? <i>(client-side only)</i>



2:35	<p>DISRUPTOR SPOTLIGHT A New Era of Understanding: How Pabst Brewing Leverages Agile Human Experience Intelligence to Win GUTCHECK + PABST BREWING CO.</p>	<p>DISRUPTOR SPOTLIGHT Disrupt Your Research Without Being Disruptive SCHLESINGER GROUP</p>	<p>DISRUPTOR SPOTLIGHT The Next Generation of Research Technology: Take the Y out of DIY SIGHTX</p>	<p>DISRUPTOR SPOTLIGHT Frito Lay Shaves Time and Money off Development Timetables with 1Q FRITO LAY + IQ</p>	
2:55	<p>BUSINESS CASE Putting Inclusivity into Action: Practical Steps Toward Real-World Diversity & Inclusion in Research MICROSOFT + GFK</p>	<p>PANEL DISCUSSION Customer Experience, Customer Insights- Collaborating or Competing? Moderated by: CSPACE Panelists: BED, BATH & BEYOND, MCDONALD'S</p>	<p>BUSINESS CASE Learning as we Pivot: Building a Startup Insights Function (During a Pandemic) FARMER'S FRIDGE</p>	<p>PANEL DISCUSSION Talent Transformation: Disrupting the Insights Workforce to Bring Your Team into the Future Moderated by: WOMEN IN RESEARCH EXECUTIVES (WIRE) Panelists: AMERICAN ACADEMY OF DERMATOLOGY, HBO LATIN AMERICA</p>	<p>TRUST CIRCLE Shifting from Project Based Requests to a Strategic Business Partner to Marketing Leader: VISA</p>
3:20	<p>Networking Break in the Exhibit Hall + 1to1 Meetings</p> <p><u>LIVE DEMO STAGE 3:25-3:45</u> 3:25 Delve into Open-Ends for Game-Changing Consumer Insight by RELATIVE INSIGHT 3:35 Grow Your Brands with Automated Insights by ANSWERROCKET</p>				
3:50	<p>BUSINESS CASE Growing with Insights: B2B Demand Gen through Thought-Leadership TALKDESK</p>	<p>BUSINESS CASE Winning in a “Bricks and Order” World: How Kellogg’s Used Conversational Research to Prepare for the Future</p>	<p>BUSINESS CASE Thinking Outside the Pack: How Augmented Reality Redefined Frames of Reference at Retail Shelf</p>	<p>BUSINESS CASE Too Much to Do, Too Little Time: The Business Case for Insights Engines LUCY</p>	<p>TRUST CIRCLE Calling All Hiring Managers: Adapting Your Recruiting Strategies</p>



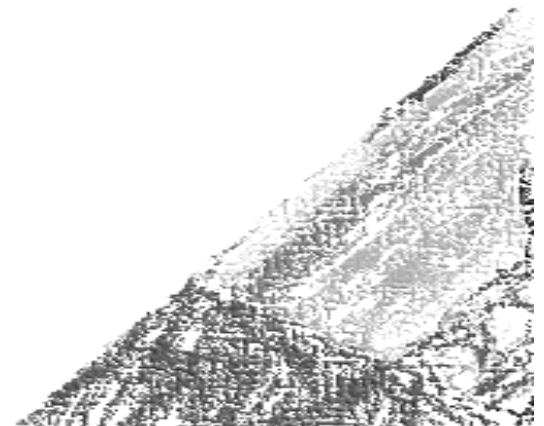
		of Grocery REACH3 INSIGHTS + KELLOGG'S <i>(virtual)</i>	MONDELEZ INTL + NAILBITER		Brainstorming Session IBM
4:20	DISRUPTOR SPOTLIGHT One Size Doesn't Fit All: Changing the Way We Think About Underwear CLEAR M&C SAATCHI + FRUIT OF THE LOOM	DISRUPTOR SPOTLIGHT How KS&R Produces Actionable Insights FORSTA + KS&R	DISRUPTOR SPOTLIGHT Top 10 To-Dos for Insights Leaders RESONATE + WALT DISNEY PARKS, EXPERIENCE & PRODUCTS <i>(virtual)</i>	DISRUPTOR SPOTLIGHT Adidas Xploric: The Birth of an Award-Winning Jacket ADIDAS <i>(virtual)</i> + GROUP SOLVER	
4:40	DEMO Immersive Shopping Experience Reimagined as an Effortless Automated Quant Test AYTM	BUSINESS CASE Order Up! Insights, with Everything on it Subtitle Ideas: How McDonald's Re-Engineered their Insights to thrive during the Pandemic and Beyond CIVICSCIENCE + MCDONALD'S	STRATEGIC ACCELERATOR You Can't Get Insights from a Drive-Thru AMERICAN ACADEMY OF DERMATOLOGY	BUSINESS CASE Alternative Approaches to the Conundrum of NPS PEAPOD DIGITAL LABS	
5:10	KEYNOTE Effective Storytelling <i>(Legends ABCD)</i> Jimmy Yeary , CMA & Country Music Singer Songwriter Introduced by Renata Policicio, Senior Vice President, Direct-to-Consumer Research, Warner Media				
6:00	NASH BASH RECEPTION Featuring a Live Performance from Jimmy Yeary and songwriting hall of famer, Tim Nichols				

DAY TWO: TUESDAY, NOVEMBER 16, 2021

8:00	Morning Breakfast in the Exhibit Hall CPG & Retail Coffee & Conversation <i>(client-side only) - Spa Terrace</i>
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9:00	Welcome Back to Day 2				
9:15	KEYNOTE WHY MEANING MATTERS Ujwal Arkaḡud, Chief Anthropologist and CEO, MOTIVBASE				
9:35	AFTER THE KEYNOTE // A DIALOGUE Ujwal Arkaḡud, Chief Anthropologist and CEO, MOTIVBASE Lisa Saxon Reed, Global Director - Sensory, MARS WRIGLEY CONFECTIONERY				
10:00	KEYNOTE MASTER P ON BRIDGING CULTURE FOR CORPORATE AMERICA Percy Miller aka MASTER P is a music mogul, businessman, and philanthropist. Interviewed by: Dan Runcie , Founder, TRAPITAL				
10:45	NETWORKING BREAK IN THE EXHIBIT HALL + ITOI MEETINGS				
	<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms.</i>				
	CONSUMERS DECODED <i>Legends E</i>	FUTURE WORLD <i>Legends F</i>	MISSION: INNOVATE INSIGHTS <i>Legends G</i>	COLLAB LAB <i>Music Row 5</i>	OUTDOOR ACTIVITIES <i>Spa Terrace</i>
11:35	Welcome	Welcome	Welcome	Welcome	
11:40	PANEL DISCUSSION 100% Human Fireside Chat: How Leaders Across the Business *Have Created Meaningful Change* Moderated by: BRANDTRUST Panelists: THE PURPOSE PARTNERS, PRUDENTIAL FINANCIAL, HORIZON BCBSNJ, FIBROGEN, ONEMAIN FINANCIAL	FIRESIDE CHAT Mars Pet: Turning Insights Into Growth Opportunities with Predictive Analytics MARS PETCARE + SKAI	PANEL DISCUSSION Getting to One Version of the Truth: Finding Insight in a Complex Data Ecosystem Moderated by: LINKFLUENCE Panelists: MARS WRIGLEY CONFECTIONERY, COCA-COLA, CVS HEALTH	TREND LENS Creativity and Research: Enemies No More! DENTSU , formerly Isobar	

12:10	TREND LENS Analyzing Open Ends to Crack to Enigma of GenZ RELATIVE INSIGHT	PANEL DISCUSSION - DOUBLE SESSION- <i>in partnership with ESOMAR</i> Research Evolved. Industry Trends Driving Buyer Behavior Moderated by: ESOMAR Panelists: MARS, HBO LATIN AMERICA	BUSINESS CASE End to End Development of a New Brand Using an Insight Community BEL GROUP, C+R RESEARCH	BUSINESS CASE Spilling the beans on the Insights Gained Through the Pandemic BUSH BEANS + CURION INSIGHTS	INFORMAL NETWORKING Advice Among Peers: Ways to Take Your Career to the Next Level
12:40	TREND LENS Multicultural Consumers Will Fuel the Future - Are You Ready? ORCHARD, formerly Dose		STRATEGIC ACCELERATOR MR OS: Why Marketing Research is Ready for Its Own Operating System METHODIFY BY DELVINIA	BUSINESS CASE Rethink Your Brand Tracker: how Mastercard Has Turned Its Brand Tracker into a Brand Builder MASTERCARD + COHERENCY	TRUST CIRCLE Tips & Tricks to Storytelling with Data Leaders: CONSTELLATION BRANDS + BURGER KING
1:05	Lunch in Legends Ballroom ABCD // Followed by dessert and coffee in the Exhibit Hall				
2:20	FIRESIDE CHAT From Insights to Action: Cultivating Moments of Joy Through Data PEPSICO NA + FUELCYCLE	FIRESIDE CHAT Seeing the Future: The Art & Science of Foresight & Connecting the Dots COLGATE PALMOLIVE + BLACKSWAN DATA	INSIGHTS CHAMPION The Anatomy of a Partnership ZAPPI + MARS	BUSINESS CASE How Danone Stays Ahead of Consumer Trends with Social Intelligence DANONE + LINKFLUENCE	INFORMAL NETWORKING Insights Rising Stars Under 40



2:50	DISRUPTOR SPOTLIGHT Unleash Your Insights Hulk: How to SMASH Your Market Research Goals by being Big, Simple, and Emotional OLSON ZALTMAN + JUNIPER PARK\TBWA	DISRUPTOR SPOTLIGHT How to Predict the Future of Media Consumption by Tapping into Generational Differences GETWIZER + VARIETY	DISRUPTOR SPOTLIGHT The Rise of ResTech LUCID	DISRUPTOR SPOTLIGHT The Mars Journey to Zero Waste Research MARKET LOGIC + MARS WRIGLEY	TRUST CIRCLE Chief Crystal Ball Officer: Foresight Frameworks that Enable Future Planning COCA-COLA
3:10	DISRUPTOR SPOTLIGHT The 5 Critical Requirements to Enabling Consumer Closeness at Scale DISCUSS.IO	DISRUPTOR SPOTLIGHT Building a Data Foundation to Navigate the Marketing Data Deluge KANTAR	DISRUPTOR SPOTLIGHT Saving Life Savers at Bullard, Choice Modeling provides First Responders Faster and Safer Options OVATIONMR, BULLARD	DISRUPTOR SPOTLIGHT Why 2022 is the Year In-the-Moment Has Been Waiting For STREETBEES	
3:30	BUSINESS CASE The Feedback Loop, Automating Unstructured Data for Player First Mentality in Gaming CANVS AI + BIG FISH GAMES	TREND LENS Market to Fandoms, Not Demographics PULSAR PULSAR	STRATEGIC ACCELERATOR Humanizing Insights at Scale: The Marriage of Quant and Qual QUANTILOPE	TREND LENS Normal...for Now: Measuring Delta's Impact on COVID Consumer Behaviors NUMERATOR	
3:55	Networking Break in the Exhibit Hall + 1to1 Meetings				
4:25	DISRUPTOR SPOTLIGHT Show, Don't Tell: Adapting Participatory Research for Video Ethnography FLUENT RESEARCH	DISRUPTOR SPOTLIGHT Agile Video Insights: Your Next Tool to Understand Gen Z KNIT	DISRUPTOR SPOTLIGHT Drive Product Innovation and Customer Satisfaction with an Online Community QUESTIONS PRO + ENERGIZER	4:25-4:50 BUSINESS CASE Partnering to Pivot through a Pandemic: Mutual of Omaha & Home Instead Senior Care HOME INSTEAD INC +	INFORMAL NETWORKING Celebrating DEI in Insights

4:45	This track is closed. Please select another session.	BUSINESS CASE Landing Your Thought Leadership KS&R DELOITTE GLOBAL <i>(virtual)</i>	BUSINESS CASE Digitization for Data-Driven Decision: Making Eastman's Journey to Develop a Common Source of Truth to Accelerate Top Line Growth EASTMAN	MUTUAL OF OMAHA	
5:10	ROARING 20s PARTY in the Exhibit Hall				

DAY THREE: WEDNESDAY, NOVEMBER 17, 2021

8:30	Coffee in the Exhibit Hall
8:55	Welcome Back to Day 3
9:00	KEYNOTE INTELLIGENCE 2.0: BOOSTING OUR BRAINS WITH THE LATEST IN DNA SCIENCE Catherine "Rina" Bliss, Professor, Author, Sociologist, Rutgers University
9:30	AFTER THE KEYNOTE // A DIALOGUE Catherine "Rina" Bliss, Professor, Author, Sociologist, Rutgers University Edwin Wong, SVP Insights & Innovation, Vox Media
9:45	KEYNOTE CHANGING WORK FROM THE INSIDE OUT Scott Shute, recent Head of Mindfulness & Compassion Programs, LINKEDIN & Author of FULL BODY YES
10:15	AFTER THE KEYNOTE // A DIALOGUE Scott Shute, Author of FULL BODY YES Brigette Wolf, Global Head of SnackFutures, MDLZ
10:30	SOUTHERN BRUNCH IN THE EXHIBIT HALL Book signing with Scott Shute (<i>masks required</i>) - Complimentary books for the first 200

	<i>Breakout sessions are either 25 or 15 minutes in length with 5 minutes in between each to move between rooms.</i>		
	MISSION: INNOVATE INSIGHTS <i>Legends E</i>	INSIGHTS LEADERSHIP SUMMIT <i>Legends F</i>	MASTERCLASS <i>Legends G</i>
11:30	LEADERSHIP LESSON It Took Me 20 Years to Learn This MICROSOFT	KEYNOTE EXTENSION The Inner Advantage, Getting to the Full Body SCOTT SHUTE	MASTERCLASS Truly Agile: The Research Sprint Experience AMERICAN FAMILY INSURANCE <i>*Participants of this masterclass will receive a digital certification in Agile Research</i>
12:00	BUSINESS CASE Finding Our SPARC: Our Journey to Building Our Online Community SARGENTO		
12:30	BUSINESS CASE Sustainable Stories - Helping Brands Create Compelling Sustainable Material Stories EASTMAN	TREND LENS The Future of Inclusive Insights: Preparing Our Future with a Focus on Social Impact BCLC	
1:00	END OF TMRE 2021		

