



EXPO SESSIONS

THE ARF 55TH ANNUAL
CONVENTION + EXPO
3.30.09–4.1.09 • NYC

ARF 2009
 think

3.30 MONDAY • DAY 1 EXPO AT GLANCE

TIME	TYPE OF PRESENTATION	COMPANY	PRESENTATION	ROOM
9:30am – 9:45am	Learning Zone Education Session	COMMUNISPACE	Customer Communities	■
9:45am – 10:00am	Learning Zone Education Session	EMSENSE	How To Evaluate Alternative Neuroscience Vendors: 10 Questions You Should Ask	■
10:00am – 10:15am	Learning Zone Education Session	IMODERATE	Leaders on Listening	■
10:15am – 10:30am	Learning Zone Education Session	OPINIONLAB	Listening in the Brand Backyard	■
10:30am – 10:45am	Learning Zone Education Session	CONVERSEON	Creating a Listening Organization	■
10:45am – 11:00am	Learning Zone Education Session	RADIANCE	Word of Mouth, Social Media, and Tying the Two Together	■
11:00am – 11:15am	Learning Zone Education Session	NIELSEN	Social Networking	■
11:15am – 11:30am	The ARF Experience	ARF	ARF Councils Overview	■
11:15am – 12:00pm	The ARF Experience	ARF	Meet the Speakers and The 2009 ARF Board of Directors	■
11:30am – 11:45am	The ARF Experience	ARF	Maximizing the ROI of Your ARF Membership	■
11:30am – 12:00pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
11:30am – 12:00pm	Insight Presentation	BRAINJUICER	Using The Wisdom of Crowds for Early Stage Creative Development	■
11:45am – 12:00pm	The ARF Experience	ARF	Online Research Quality Council	■
12:00pm – 12:15pm	The ARF Experience	ARF	360 Media & Marketing Council	■
12:00pm – 12:30pm	Insight Presentation	NEUROFOCUS	Seducing the Female Brain: Gender in Marketing	■
12:15pm – 12:30pm	The ARF Experience	ARF	Multicultural Council	■
1:15pm – 1:30pm	Learning Zone Education Session	RIPPLE6	Research Embedded in Social Networks	■
1:30pm – 1:45pm	Learning Zone Education Session	TNS CYMFONY	How Can Listening to Social Media Help Answer Key Business Questions?	■
1:45pm – 2:00pm	Learning Zone Education Session	VISIBLE TECHNOLOGIES	Social Media Brand Building Best Practices	■
2:00pm – 2:15pm	The ARF Experience	ARF	Maximizing the ROI of Your ARF Membership	■
2:00pm – 2:30pm	The ARF Experience	ARF	Meet Bob Johansen and The 2009 ARF Board of Directors	■
2:00pm – 2:30pm	Insight Presentation	COMSCORE	The Digital World in a Down Economy: Implications for Online Ad Effectiveness	■
2:00pm – 3:00pm	Silver Showcase Sponsor	IPSOS ASI	Good Positions Don't Win Games. Good Moves Do. Inspiration for Action. Marketing Your Way Through an Economic Downturn.	■
2:15pm – 2:30pm	The ARF Experience	ARF	Research Review	■
2:30pm – 3:00pm	Insight Presentation	NEURO-INSIGHT	Brands Compete for Survival in the Brain and the Market: Brain Activity Measures of Branded Content and Sponsorship Effectiveness	■
2:30pm – 2:45pm	The ARF Experience	ARF	Information Center	■
2:30pm – 3:00pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
2:45pm – 3:00pm	The ARF Experience	ARF	Journal of Advertising Research	■
3:00pm – 3:15pm	The ARF Experience	ARF	Career Center/Morning Coffee	■
3:00pm – 3:30pm	Insight Presentation	NUVISTA STRATEGIES, INC	The "Fuzzy" Front End Doesn't Have to Be so Fuzzy! A Proven Way to Identify and Seize the Best Opportunities	■
3:15pm – 3:30pm	The ARF Experience	ARF	ARF Councils Overview	■
3:30pm – 3:45pm	The ARF Experience	ARF	ARF PowerSearch	■
3:30pm – 4:00pm	Insight Presentation	SANDS RESEARCH INC.	Neuroscience in Marketing: What Can We Really Tell You That is New?	■
3:45pm – 4:00pm	The ARF Experience	ARF	Maximizing the ROI of Your ARF Membership	■
4:15pm – 4:30pm	Learning Zone Education Session	THINKSCAN	How Do We Find Out What is on Consumers' Minds and in Their Hearts?	■
4:30pm – 4:45pm	Learning Zone Education Session	KNOWLEDGE NETWORKS	People-Centric Media & Marketing Using Research to Make It Happen for Your Brands	■
4:30pm – 5:00pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
5:30pm – 6:00pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■

ROOM KEY

■ Insights Theater ■ ARF Pavilion ■ Carnegie Showcase Room ■ Alvin Showcase Room

3.31 TUESDAY • DAY 2 EXPO AT GLANCE

TIME	TYPE OF PRESENTATION	COMPANY	PRESENTATION	ROOM
10:30am – 10:45am	Learning Zone Education Session	KNOWLEDGE NETWORKS	People-Centric Media & Marketing Using Research to Make It Happen for Your Brands	■
10:30am – 10:45am	The ARF Experience	ARF	ARF PowerSearch	■
10:30am – 11:00am	The ARF Experience	ARF	Meet the Speakers and The 2009 ARF Board of Directors	■
10:30am – 11:00am	Silver Showcase Sponsor	GFK	Consumer Trends in a Time of Global Economic Crisis	■
10:30am – 11:00am	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
10:45am – 11:00am	The ARF Experience	ARF	ARF Councils Overview	■
11:00am – 11:15am	Learning Zone Education Session	VISIBLE TECHNOLOGIES	Social Media Brand Building Best Practices	■
11:00am – 12:30pm	Silver Showcase Sponsor	GFK	The Good, the Bad and the Ugly of New Product Innovation—How and When to Do it Right	■
11:15am – 11:30pm	Learning Zone Education Session	TNS CYMFONY	How Can Listening to Social Media Help Answer Key Business Questions?	■
11:15am – 12:00pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
11:30am – 11:45am	Learning Zone Education Session	RIPPLE6	Research Embedded in Social Networks	■
12:00pm – 12:15pm	Learning Zone Education Session	NIELSEN	Social Networking	■
12:15pm – 12:30pm	Learning Zone Education Session	RADIAN6	Word of Mouth, Social Media, and Tying the Two Together	■
2:00pm – 2:15pm	Learning Zone Education Session	COMMUNISPACE	Customer Communities	■
2:00pm – 2:15pm	The ARF Experience	ARF	Maximizing the ROI of Your ARF Membership	■
2:00pm – 2:30pm	Silver Showcase Sponsor	THINKVINE	ThinkVine's Emerging Marketplace™ Demonstration	■
2:00pm – 4:00pm	The ARF Experience	ARF	Meet Jerry Zaltman and The 2009 ARF Board of Directors	■
2:15pm – 2:30pm	Learning Zone Education Session	EMSENSE	EEG in Aisle Three: Using Neuroscience to Optimize the Impact of In-Store Communications	■
2:15pm – 2:30pm	The ARF Experience	ARF	Research Review	■
2:30pm – 2:45pm	Learning Zone Education Session	IMODERATE	Leaders on Listening	■
2:45pm – 3:00pm	Learning Zone Education Session	OPINIONLAB	Listening in the Brand Backyard	■
3:00pm – 3:15pm	Learning Zone Education Session	CONVERSEON	Creating a Listening Organization	■
3:15pm – 3:30pm	Learning Zone Education Session	THINKSCAN	How Do We Find Out What is on Consumers' Minds and in Their Hearts?	■

ROOM KEY

■ Insights Theater ■ ARF Pavilion ■ Carnegie Showcase Room ■ Belasco Showcase Room

EXPO SESSIONS

LEARNING ZONE

The Learning Zone showcases the main resources, tools and techniques available to tap into the continuous stream of naturally occurring conversations and behaviors that exist in digital media. Learning Zone education sessions are scheduled throughout the Expo.

INSIGHT PRESENTATIONS

Insight Presentations highlight innovative tools and measurement approaches.

SILVER SHOWCASE SPONSORS

Silver Showcase Sponsors provide educational sessions and product demonstrations, each in a dedicated space.

THE ARF EXPERIENCE

Speak directly with ARF staff about the range of benefits offered to ARF members, including how to maximize the ROI of your ARF membership, Councils, Research, PowerSearch, Career Center, Morning Coffee and the Journal of Advertising Research. Also take advantage of the opportunity to meet the speakers and The 2009 ARF Board of Directors.

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All day

Edison Showcase Room

VMS Silver Showcase Sponsor Activity

Vantage platform™ demonstrations

9:30am – 9:45am

Insights Theater, 5th Floor

COMMUNISPACE Learning Zone Education Session

Customer Communities

Viewed as a strategic marketing asset, a community is a private online site where 300-500 invited customers or prospects regularly spend time brainstorming ideas, offering advice to you and to one another, sharing experiences and feelings, discussing trends, and helping you figure out marketing and business issues. It's a way to bond and feel heard. In this learning session, we will show how some of the world's biggest companies and marquis brands are using customer communities to really listen to the voice of the customer, and realizing amazing results.

9:45am – 10:00am

Insights Theater, 5th Floor

EMSENSE Learning Zone Education Session

How To Evaluate Alternative Neuroscience Vendors: 10 Questions You Should Ask

Don't make uninformed decisions regarding neuromarket vendors! The rapid expansion of neuromarketing is bombarding market researchers with cross information regarding what's possible to measure, the best uses of available technology such as EEG, fMRI, SST, etc., test/re-test validity, sample size, sub-group analysis, test methodologies and validation. This EmSense presentation provides a valuable framework for better selection.

10:00am – 10:15am

Insights Theater, 5th Floor

IMODERATE Learning Zone Education Session

Leaders on Listening

This session is a compilation of interviews conducted with market research practitioners and industry leaders on the topic of listening. Discover how they define listening, what methods they use and why, the value they derive, and much more.

10:15am – 10:30am

Insights Theater, 5th Floor

OPINIONLAB Learning Zone Education Session

Listening in the Brand Backyard

OpinionLab's patented and proven OnlineOpinion system is employed by leading brands to gather, analyze and leverage continuous streams of unstructured feedback collected from online touch points throughout the brand backyard. This session demonstrates various features of the system through successful case studies in web optimization, market intelligence and ad tracking.

10:30am – 10:45am

Insights Theater, 5th Floor

CONVERSEON Learning Zone Education Session

Creating a Listening Organization

While listening to the conversation is essential, "hearing" the conversation and acting on it is even more critical. The session will discuss best practices for infusing listening intelligence throughout the organization for action and ROI.

10:45am – 11:00am

Insights Theater, 5th Floor

RADIANCE Learning Zone Education Session

Word of Mouth, Social Media, and Tying the Two Together

The art of real-time listening for 'in-flight' campaign optimization. In this session we will look at real-time listening, how it can be used to optimize campaigns 'in-flight', and the benefits of active vs. passive listening.

11:00am – 11:15am

Insights Theater, 5th Floor

THE NIELSEN COMPANY Learning Zone Education Session

Social Networking

Social networking has become a global phenomenon, and in today's consumer driven world, companies have come to realize the importance of fostering a listening environment. Join Nielsen Online as we present new data from our groundbreaking social networking study and demonstrate how brands are getting the most out of their listening programs.

11:15am – 11:30am

ARF Pavilion

THE ARF EXPERIENCE

ARF Councils Overview

11:15am – 12:00pm

ARF Pavilion

THE ARF EXPERIENCE

Meet the Speakers and The 2009 ARF Board of Directors

Stephen Kim – Senior Director, Microsoft Advertising

Steve Coffey – Chief Research Officer, The NPD Group, Inc.

Belle Frank – Executive Vice President, Director of Strategy & Applied Research, Y&R

Gian Fulgoni – Chairman, comScore, Inc.

Bob Lord – President EAST, Razorfish

Mike Pardee – SVP, Research, Scripps Networks

David F. Poltrack – Chief Research Officer, CBS Corporation, and President, CBS Vision

Stan Sthanunathan – Vice President, Knowledge & Insights, The Coca-Cola Company

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11:30am – 11:45pm

ARF Pavilion

THE ARF EXPERIENCE

Maximizing the ROI of your ARF Membership

11:30am - 12:00pm

Carnegie Showcase Room

THINKVINE Silver Showcase Sponsor Activity

ThinkVine's Emerging Marketplace™ Demonstration

ThinkVine's media planning & simulation application, The Emerging Marketplace™, helps Marketers turn media planning into an iterative process and helps companies capture ROI from Advertising. For a demonstration of our technology, please visit us in the Carnegie Showcase Room or visit our website at www.thinkvine.com.

11:30am – 12:00pm

Insights Theater, 5th Floor

BRAINJUICER Insight Presentation

Using The Wisdom of Crowds for Early Stage Creative Development

The Wisdom of Crowds and Predictive Markets(TM) has been proven to be highly effective at forecasting optimal outcomes. BrainJuicer's Predictive Markets(TM) used as an early stage ad idea screening tool is revolutionizing early stage creative development as it combines the wisdom and accuracy of the crowd with rich qualitative insights and the robustness of quantitative research. The presentation will reveal how Predictive Markets(PM) works at the Front End of the creative development process through a number of recent case studies.

Alex Hunt – Vice President, BrainJuicer North America

11:45am – 12:00pm

ARF Pavilion

THE ARF EXPERIENCE

Online Research Quality Council

12:00pm – 12:15pm

ARF Pavilion

THE ARF EXPERIENCE

360 Media & Marketing Council

12:00pm – 12:30pm

Insights Theater, 5th Floor

NEUROFOCUS Insight Presentation

Seducing the Female Brain: Gender in Marketing

Neuroscience has illuminated a host of differences between male and female brains, in structure and in function. How does that show up in the store aisle? at the POP? Neuromarketing reveals why shopping behaviors differ so radically by gender, and how brands have aligned their messaging to reach the female powerhouse purchaser demographic. Dr. Pradeep details the “hard-wiring” of the brain that makes the female shopper a different animal from the male, and examines NeuroFocus client case studies that tested the age-old question: What do women want?

Dr. A.K. Pradeep – CEO, Neurofocus

12:15pm – 12:30pm

ARF Pavilion

THE ARF EXPERIENCE

Multicultural Council

1:15pm – 1:30pm

Insights Theater, 5th Floor

RIPPLE6 Learning Zone Education Session

Research Embedded in Social Networks

We'll explore methods to tap into the natural environment of existing online communities to deliver authentic, nuanced, and vibrant feedback.

1:30pm – 1:45pm

Insights Theater, 5th Floor

TNS CYMFONY Learning Zone Education Session

How Can Listening to Social Media Help Answer Key Business Questions?

Many people ask “how can listening to social media help answer key business questions?” TNS Cymfony will show examples that have helped brands find key consumer insights, plan more effective integrated marketing campaigns, and respond effectively to a crisis.

1:45pm – 2:00pm

Insights Theater, 5th Floor

VISIBLE TECHNOLOGIES Learning Zone Education Session

Social Media Brand Building Best Practices

Social Media is creating new marketing channels and opportunities for companies to improve their business and strengthen their brands as more consumers turn to “peer-to-peer” web communications as their trusted source of news, information and opinions. Learn best practices for building your business and strengthening your brand in the blogosphere and online communities.

2:00pm – 2:15pm

ARF Pavilion

THE ARF EXPERIENCE

Maximizing the ROI of your ARF Membership

2:00pm – 2:30pm

Insights Theater, 5th Floor

COMSCORE Insight Presentation

The Digital World in a Down Economy: Implications for Online Ad Effectiveness

Current economic conditions call for increasing scrutiny of every advertising dollar spent, both online and offline. What are we learning about how online advertising works as the economy changes, and how can advertisers use that to their advantage? What are the most important considerations when planning a campaign in this environment? What impact do current trends have on advertising effectiveness methodology? comScore's Executive Vice President of Product Management, Linda Abraham, will present answers to these questions and more. Participants will walk away with key learnings from

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hundreds of studies that can be put to immediate use to maximize campaign effectiveness in the current challenging environment.

Linda Abraham — Executive Vice President of Product Management, comScore, Inc.

2:00pm– 2:30pm

ARF Pavilion

THE ARF EXPERIENCE

Meet the Luncheon Keynote Speaker and The 2009 ARF Board of Directors

Bob Johansen — Distinguished Fellow, Institute for the Future

Stephen Kim — Senior Director, Microsoft Advertising

Neil Canter — Managing Director, Marketing Accountability Partnership

Steve Coffey — Chief Research Officer, The NPD Group, Inc.

David Ernst — VP Digital Media, Market Resources, Discovery Communications, LLC

Sherrill Mane — SVP, Industry Services, IAB

George Shababb — Chief Operating Officer, TNS

2:00pm – 3:00pm

Alvin Showcase Room

IPSOS ASI Silver Showcase Sponsor Activity

Good Positions Don't Win Games. Good Moves Do. Inspiration for Action. Marketing Your Way Through an Economic Downturn.

We are in the midst of a financial crisis. Every consumer, in every country — every business in every corner of the globe — is feeling some effect. Will you flourish or flounder? Join us for an interactive, engaging hour as we showcase creative advertising, current research, and practical insight on moves you can make today to improve your position tomorrow.

Jill Wiltfong — Senior Vice President, Ipsos ASI

2:15pm – 2:30pm

ARF Pavilion

THE ARF EXPERIENCE

Research Review

2:30pm – 2:45pm

ARF Pavilion

THE ARF EXPERIENCE

Information Center

2:30pm – 3:00pm

Insights Theater, 5th Floor

NEURO-INSIGHT Insight Presentation

Brands Compete for Survival in the Brain and the Market: Brain Activity Measures of Branded Content and Sponsorship Effectiveness

Measuring the effectiveness of Branded Content and Sponsorship is notoriously difficult. We present Neuro-Insight case studies illustrating the use of Brand Salience, a brain measure of the strength of positive memories

(unconscious and conscious) associated with a brand. We show how Product Endorsement and Sponsorship can have a powerful impact on sponsor and competitor Brand salience.

Dr. Richard Silberstein — Founder, CEO, Neuro-Insight

Steve Weaver — Network Research Director, Nine Network Australia

2:30pm - 3:00pm

Carnegie Showcase Room

THINKVINE Silver Showcase Sponsor Activity

ThinkVine's Emerging Marketplace™ Demonstration

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2:45pm – 3:00pm

ARF Pavilion

THE ARF EXPERIENCE

Journal of Advertising Research

3:00pm – 3:15pm

ARF Pavilion

THE ARF EXPERIENCE

Career Center / Morning Coffee

3:00pm – 3:30pm

Insights Theater, 5th Floor

NUVISTA STRATEGIES, INC Insight Presentation

The "Fuzzy" Front End Doesn't Have to Be So Fuzzy! A Proven Way to Identify and Seize the Best Opportunities

NuVista's unique approach to market structure provides a clear and concise look at a market from the viewpoint of the consumer. What consumer problems does your category solve, what is the full range of solutions that the consumer considers, what is the role of your brand in this set of substitutable options and how can you influence the choices the consumer will make?

This proven approach quantifies how people choose and use your brands differently in different situations. No matter how many alternatives to choose from, consumers follow a simple process with a small set of products that they will "consider" and a short list of features and benefits that drive their specific choice at the moment.

Mike Duffy — Partner, NuVista Strategies, Inc

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3:15pm – 3:30pm

ARF Pavilion

THE ARF EXPERIENCE

ARF Councils Overview

3:30pm – 3:45pm

ARF Pavilion

THE ARF EXPERIENCE

ARF PowerSearch

3:30PM – 4:00PM

Insights Theater, 5th Floor

SANDS RESEARCH INC. Insight Presentation

Neuroscience in Marketing: What Can We Really Tell You That is New?

With the growing interest in neuromarketing, Dr. Stephen Sands will discuss and challenge what new information is or isn't available via the new technology. In the forefront of this emerging field, he will present data from studies involving storyboard to final product; real-time, in-store shopping; and the 2009 Super Bowl Ads.

Stephen F. Sands, PhD. – Chairman / Chief Science Officer, Sands Research Inc.

3:45pm – 4:00pm

ARF Pavilion

THE ARF EXPERIENCE

Maximizing the ROI of your ARF Membership

4:15pm – 4:30pm

Insights Theater, 5th Floor

THINKSCAN Learning Zone Education Session

How Do We Find Out What is on Consumers' Minds and in Their Hearts?

How do we find out what is on consumers' minds and in their hearts? Psychology and neuroscience have shown that the brain is emotional at its core, is organized into associative networks, and that most of its functioning is unconscious. This means that surveys and focus groups – no matter how sophisticated the statistics used to analyze them – cannot provide the answer. Celebrated author of *The Political Brain*, Dr. Drew Westen will show how Thinkscan.com has combined cutting-edge cognitive science with marketing research to yield practical and meaningful results in an efficient and cost effective manner.

4:30pm – 4:45pm

Insights Theater, 5th Floor

KNOWLEDGE NETWORKS Learning Zone Education Session

People-Centric Media & Marketing: Using Research to Make It Happen for Your Brands

Brand-centric and demo-centric research and marketing must give way, in today's uncertain economic and media world, to people-centrism. You can better connect with consumers by bringing highly accurate resources to bear on understanding them as people – how they work, spend, eat, interact with their communities, and relate to advertising.

4:30pm - 5:00pm

Carnegie Showcase Room

THINKVINE Silver Showcase Sponsor Activity

ThinkVine's Emerging Marketplace™ Demonstration

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5:30pm - 6:00pm

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3.31 TUESDAY

All day

Edison Showcase Room

VMS Silver Showcase Sponsor Activity

Vantage platform™ demonstrations

10:30am – 10:45am

Insights Theater, 5th Floor

KNOWLEDGE NETWORKS Education Session

People-Centric Media & Marketing: Using Research to Make It Happen for Your Brands

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10:30am – 10:45am

ARF Pavilion

THE ARF EXPERIENCE

ARF PowerSearch

10:30am – 11:00am

ARF Pavilion

THE ARF EXPERIENCE

Meet the Speakers and The 2009 ARF Board of Directors

Neil Canter – Managing Director, Marketing Accountability Partnership

Steve Coffey – Chief Research Officer, The NPD Group, Inc.

David Ernst – VP Digital Media, Market Resources, Discovery Communications, LLC

Belle Frank – Executive Vice President, Director of Strategy & Applied Research, Y&R

Gian Fulgoni – Chairman, comScore, Inc.

Jim Oliver – Group Manager for Advertising Research, Google

Mary Ann Packo – CEO, Millward Brown North America

Mike Pardee – SVP, Research, Scripps Networks

David F. Poltrack – Chief Research Officer, CBS Corporation, and President, CBS Vision

Debbie Pruent – Chief Operating Officer, GfK Custom Research North America

Britta C. Ware – Vice President of Research Solutions, Meredith Corporation

10:30am – 11:00am

Belasco Showcase Room

GfK Silver Showcase Sponsor Activity

Winning the Race to Find White Space in Today's Global Marketplace: Consumer Trends in a Time of Global Economic Crisis

What are the top five mega trends today – and how are these shifting (or not) – given the current global financial crisis? What adjustments do we see the American consumer making because of the economy, and how have they

reacted in prior recessions? What lessons does this offer in how consumers around the world will behave in the era of increased globalization?

Drawing from GfK Roper Consulting's premier consumer trend tracking services – Roper Reports® US and Roper Reports® Worldwide – this session will offer our most recent insights on the rapidly evolving global consumer landscape. GfK Roper Consulting talks and listens to consumers on a continual basis, interviewing more than 40,000 consumers globally each year. Through these interactions, we understand consumers' top-of-mind issues, emerging “white spaces” within the consumer landscape, and unmet needs in the marketplace. GfK Roper Consulting helps our clients turn these insights into inspiration and our foresight into advantage worldwide. Come and see what we mean at this interactive session!

Kathy Sheehan – Senior Vice President & General Manager, GfK Roper Consulting

10:30am – 11:00am

Carnegie Showcase Room

THINKVINE Silver Showcase Sponsor Activity

ThinkVine's Emerging Marketplace™ Demonstration

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10:45am – 11:00am

ARF Pavilion

THE ARF EXPERIENCE

ARF Councils Overview

11:00am – 11:15am

Insights Theater, 5th Floor

VISIBLE TECHNOLOGIES Education Session

Social Media Brand Building Best Practices

Social Media is creating new marketing channels and opportunities for companies to improve their business and strengthen their brands as more consumers turn to “peer-to-peer” web communications as their trusted source of news, information and opinions. Learn best practices for building your business and strengthening your brand in the blogosphere and online communities.

11:00am – 12:30pm

Belasco Showcase Room

GfK Silver Showcase Sponsor Activity

Winning the Race to Find White Space in Today's Global Marketplace: The Good, the Bad and the Ugly of New Product Innovation -- How and When to Do it Right

Ever wonder “what were they thinking” about a new product introduction? Stop by GfK's showcase from 11am to 12:30pm to see some successful, not so successful, and truly “ahead of their time” new products from our

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NewProductWorks™ Collection of 110,000 global items (collected over 30 years). Our experts from GfK Strategic Innovation will show you how our Collection and our work help predict where a category might go in the future and when a marketer should capitalize on it.

Carol Sherry – Curator, NewProductWorks™ Collection, GfK Strategic Innovation

11:15am – 11:30am

Insights Theater, 5th Floor

TNS CYMFONY Education Session

How Can Listening to Social Media Help Answer Key Business Questions?

Many people ask “how can listening to social media help answer key business questions?” TNS Cymfony will show examples that have helped brands find key consumer insights, plan more effective integrated marketing campaigns, and respond effectively to a crisis.

11:15am – 12:00pm

Carnegie Showcase Room

THINKVINE Silver Showcase Sponsor Activity

ThinkVine's Emerging Marketplace™ Demonstration

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11:30am – 11:45am

Insights Theater, 5th Floor

RIPPLE6 Learning Zone Education Session

Research Embedded in Social Networks

We'll explore methods to tap into the natural environment of existing online communities to deliver authentic, nuanced, and vibrant feedback.

12:00pm – 12:15pm

Insights Theater, 5th Floor

THE NIELSEN COMPANY Education Session

Social Networking

Social networking has become a global phenomenon, and in today's consumer driven world, companies have come to realize the importance of fostering a listening environment. Join Nielsen Online as we present new data from our groundbreaking social networking study and demonstrate how brands are getting the most out of their listening programs.

12:15pm – 12:30pm

Insights Theater, 5th Floor

RADIAN6 Education Session

Word of Mouth, Social Media, and Tying the Two Together

The art of real-time listening for 'in-flight' campaign optimization. In this session we will look at real-time listening, how it can be used to optimize campaigns 'in-flight', and the benefits of active vs. passive listening.

2:00pm – 2:15pm

Insights Theater, 5th Floor

COMMUNISPACE Education Session

Customer Communities

Viewed as a strategic marketing asset, a community is a private online site where 300-500 invited customers or prospects regularly spend time brainstorming ideas, offering advice to you and to one another, sharing experiences and feelings, discussing trends, and helping you figure out marketing and business issues. It's a way to bond and feel heard. In this learning session, we will show how some of the world's biggest companies and marquis brands are using customer communities to really listen to the voice of the customer, and realizing amazing results.

2:00pm – 2:15pm

ARF Pavilion

THE ARF EXPERIENCE

Maximizing the ROI of Your ARF Membership

2:00pm-2:30pm

Carnegie Showcase Room

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2:00pm – 4:00pm

ARF Pavilion

THE ARF EXPERIENCE

Meet the Luncheon Keynote Speaker and The 2009 ARF Board of Directors

Jerry Zaltman – Founding Partner Olson Zaltman Associates and Professor Emeritus Harvard Business School

Colleen Fahey Rush – Executive Vice President, Research, MTV Networks

Ronald Franklin – Vice Chairman of Research and Planning, GlobalHue

Gayle Fuguitt – Vice President, Consumer Insights, General Mills, Inc.

2:15pm – 2:30pm

Insights Theater, 5th Floor

EMSENSE Education Session

EEG in Aisle Three: Using Neuroscience to Optimize the Impact of In-Store Communications

Technology now makes it possible to understand the shopper experience as never before combining mobile eyetracking with EEG for Emotion and Cognitive Engagement. Now marketers can know what attracts attention *plus* how consumers are responding. See how easily neuroscience can be added to shopper studies.

3.31 TUESDAY

2:15pm – 2:30pm

ARF Pavilion

THE ARF EXPERIENCE

Research Review

2:30pm – 2:45pm

Insights Theater, 5th Floor

IMODERATE Education Session

Leaders on Listening

This session is a compilation of interviews conducted with market research practitioners and industry leaders on the topic of listening. Discover how they define listening, what methods they use and why, the value they derive, and much more.

2:45pm – 3:00pm

Insights Theater, 5th Floor

OPINIONLAB Education Session

Listening in the Brand Backyard

OpinionLab's patented and proven OnlineOpinion system is employed by leading brands to gather, analyze and leverage continuous streams of unstructured feedback collected from online touch points throughout the brand backyard. This session demonstrates various features of the system through successful case studies in web optimization, market intelligence and ad tracking.

3:00pm – 3:15pm

Insights Theater, 5th Floor

CONVERSEON Education Session

Creating a Listening Organization

While listening to the conversation is essential, "hearing" the conversation and acting on it is even more critical. The session will discuss best practices for infusing listening intelligence throughout the organization for action and ROI.

3:15pm – 3:30pm

Insights Theater, 5th Floor

THINKSCAN Education Session

How Do We Find Out What is on Consumers' Minds and in Their Hearts?

How do we find out what is on consumers' minds and in their hearts? Psychology and neuroscience have shown that the brain is emotional at its core, is organized into associative networks, and that most of its functioning is unconscious. This means that surveys and focus groups – no matter how sophisticated the statistics used to analyze them – cannot provide the answer. Celebrated author of *The Political Brain*, Dr. Drew Westen will show how Thinkscan.com has combined cutting-edge cognitive science with marketing research to yield practical and meaningful results in an efficient and cost effective manner.



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