The New Researcher
What skills you should be developing and how to build your team

The skills demanded of the modern-day researcher are everchanging as traditional research and data and analytics intersect. What skills you should be developing and what should you be thinking about to build a successful team now and for the future?

Research’s role within organizations and the frameworks that are used when hiring and organizing teams differ. What is your organization thinking about when hiring and how do you find the right people with all the skillsets needed today? How can you influence the best outcome?

Senior leaders will discuss how they are building and managing teams of today and the best approaches given emerging needs within the space. What are the new asks and what’s beneficial to learn? We will conclude with table conversations about the need to adapt and will help each other set priorities.

Join us on May 22 in Chicago and come away with:

- Steps to building successful teams to reflect today’s realities
- An understanding of the individual skills needed and how to develop them
- A list of of priorities set by you ready to put into action
- Learnings from leaders and peers through interactive small group discussions
Agenda

1:30 – 2:00pm
Registration & Mingling

2:00 – 2:10pm
Opening Remarks

2:00 – 3:40pm
Purpose-Driven Journey
Tracey Scheppach – CEO + Co-Founder, Matter More Media

Challenges of Building a New Team and Accelerating in Market
Jennifer Pelino – SVP, Omni Channel Media, IRI

Jumping the Shark
Emma Pop – EVP Director, Solution Architect Team, Starcom USA

The Evolving Role of Insights in Creative Development
Traci Smith – SVP, Kantar Millward Brown

3:40 – 4:00pm
Coffee Break

4:00 – 4:20pm
Panel Discussion

4:20 – 4:50pm
Table Discussions and Group Feedback

4:50 – 5:00pm
Closing Remarks

5:00 – 6:00pm
Cocktail Reception

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