

Press Release

Research & Results 2018 – Innovation Area Programme Published

On 24 and 25 October, the world's leading market research show "Research & Results" is being held for the thirteenth time in Munich's MOC congress centre. More than 190 exhibitors from 25 nations and an expected 3,300 visitors add up to a new record participation. In addition to 104 free workshops, the new Innovation Area is back again this year. The programme for this open forum of 30 concise presentations on the most cutting-edge issues in the industry has just been published. Admission to the show and all presentations is free of charge for registered visitors from the industry. Register now online if you haven't already.

Munich, October 2018 – Alongside the major agencies like GfK, Ipsos, Kantar and Nielsen, there will be 50 new exhibitors from all around the globe at the world's leading market research show this year – from full-service agencies and start-ups to online companies and specialist providers.

The programme for the Innovation Area is being published before the start of the show this year. Automation, AI and social networking are the dominant topics in these 30 open-forum, rapid-fire presentations. They kick off at 10 a.m. on the first day of the show with the subject "Discover the Unconscious: with Machine Learning from EEG-Data into Insights in Only 24 Hours" and end on the second show day with finding and interviewing suitable respondents in social networks. You can find the full programme at <https://www.research-results.com/trade-show/innovation-area/index.html>

To keep abreast of the growing internationality of the show, 44 of the workshops will be held in English or with an English interpreter, as will a third of the presentations in the Innovation Area. You will find the full workshop programme at <https://www.research-results.com/trade-show/workshop-program/index.html>

Admission to the workshops, Innovation Area and the show itself is free of charge for registered visitors from the industry.

The list of exhibitors, complete with their company profiles, can be found at <https://www.research-results.com/trade-show/list-of-exhibitors/index.html>

There are photos available on the website under "Press" (www.research-results.com/press). More photos and larger formats can be obtained on request.

"Research & Results 2018":

When: 24 and 25 October 2018 in the MOC München centre

Admission: free for industry visitors

Register at <https://www.research-results.com/trade-show/visitor-registration/index.html>

Research & Results 2018

THE MARKET RESEARCH SHOW

Facts about the show: "Research & Results – the market research show" has been an annual event held by Reitmeier Input Management Services GmbH, Munich and Waiblingen, since 2006. The exhibitors include agencies, viewing facilities, software providers, consultants, field researchers and suppliers of market and consumer data. The show's organiser also publishes the specialist magazine "Research & Results". Its managers are Hans Reitmeier, Heinrich Fischer and Martin Sippel. The press centre has more information at www.research-results.com/press

Press contact:

Martin Sippel, Research & Results

presse@research-results.de

Phone: 00 49 89 14 90 27 9-11

Accreditation: www.research-results.com/press (Press segment)