

Press Release

Research & Results 2018: Success Trend Continues

Research & Results 2018 came to an end today with an enormous visitor turnout. More than 3,200 people participated in the world's largest market research show held in the MOC Munich congress centre on 24 and 25 October, where they met up with 190 exhibitors from 25 countries, continuing the success trend of the industry's leading show.

Munich, 25 October 2018 – "Research & Results remains a "must attend" for industry players from all over the world", sums up Martin Sippel, General Manager of the event's organiser. He goes on to say that it was a particular pleasure to see that the show continues to attract new faces, even in its 13th year. More than 50 new exhibitors were on site this year, alongside the "ole faithfuls" of the industry such as GfK, GIM, Ipsos, Kantar and Nielsen.

Its proven mix of exhibition and extensive seminar programme was extremely well received once again. 84 percent of the visitors were (very) satisfied according to the visitor survey conducted by cluetec and psyma. Visitors could get informed about all the key issues in the industry in 104 free workshops and fascinating case studies. Artificial intelligence, digitalisation and social networks were focal points this year.

The Innovation Area launched in 2017 was an enormous success again this year. 30 consecutive brief trend presentations attracted large audiences. The event organiser summarised the Innovation Area by saying that the open forum entirely fulfilled the visitors' core need to find out new things every year.

Research & Results will take place again next year at the end of October and at the usual venue — and again free of charge for visitors:

**"Research & Results 2019":
23 and 24 October 2019 in the MOC Munich centre
Admission: free for industry visitors**

www.research-results.com

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

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

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