

Press Release

Research & Results 2019 Bigger than Ever, with 112 Free Workshops — Topics Now Published

Munich, 21 August 2019

Research & Results, the leading trade show for research, data and insights, is happening on 23 and 24 October in Munich's MOC conference center, this year with an even more extensive range of workshops. Buzzword number one among the 112 workshops is artificial intelligence, followed by agility and the always focal "understanding target groups", from Gen Z to Ageing. With numerous case studies they provide know-how gained from market research practice. Admission to the show is free of charge for all visitors from the industry. Register online now.

The theme of this year's show "New Insights, Better Results" is reflected in the abundance of workshop topics. Customers from About you to Aktion Mensch, Bayer, dm, Geo, Kindoh and Rewe will be presenting side by side with leading market research enterprises the likes of Skopos Group, Ipsos and Q Agentur für Forschung. Kantar will be showing how AI and agile tracking can help brands grow faster. Gapfish examines "Emotional AI in Market Research". With its "Market Research Meets Business Intelligence: How to Combine and Analyze Data in an Intelligent Way", Data Lion will show that research, data and intelligence are merging ever more together. mo'web research is presenting some great way of how to deal with mistakes with a sense of humor, with "Fuckups – Things that Went Wrong and What We Have Learned from It."

The Innovation Area is back again at Research & Results for the third consecutive year, this time with over 30 presentations. In this open forum, visitors to the show can keep up to date on the most innovative ideas in the industry today, in rapid-fire 15-minute presentations. Then, on the second day of the show, there will be a recruiting event with presentations by selected employers from the industry. The programmes for both of these events will be published in the second half of September.

The organizer again expects to see 180 to 190 exhibitors and around 3,300 visitors at the show. To account for its increasing internationality, 48 of the workshops will be held either in English or with an interpreter.

You can find the workshop programme at <https://www.research-results.com/trade-show/workshops/index.html>

The list of exhibitors with their company profiles and a comprehensive search function can be found at <https://www.research-results.com/trade-show/list-of-exhibitors/index.html>

Interested exhibitors will find registration forms and other information at www.research-results.com/trade-show/exhibitor-information/index.html

Photos are available in the "Press" section on the website www.research-results.com/press Additional photos and larger image formats on request.

Research & Results 2019:

Dates: 23 and 24 October 2019 in the MOC Munich



Admission: free, registration at www.research-results.com

Some facts about the show: Reitmeier Input Management Services GmbH, based in Munich and Waiblingen, has been putting on "Research & Results – the Market Research Show" since 2006. The exhibitors include agencies, viewing facilities, software providers, field researchers and data specialists. Reitmeier also publishes the special interest magazine "Research & Results". The company's managing directors are Hans Reitmeier, Heinrich Fischer and Martin Sippel. Go to the press section of www.research-results.com for more information.

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