

Press Release

Research & Results 2018 – Topics of the 104 Workshops Released

The world's leading show for market research – "Research & Results 2018" – is being held in Munich's MOC conference centre on 24 and 25 October. Under the heading "Ideas For Better Insights", 104 workshops at the show will offer expert know-how on all the important aspects of market research. Admission to the show and all presentations is free of charge to visitors from the industry. Online visitor registration is open now.

Munich, August 2018 – Once again this year, the world's leading market research show will be home to 104 workshops held by well-known experts from prominent market research enterprises the likes of Ipsos, Kantar TNS and Nielsen, and other specialist agencies from around the globe. Artificial intelligence, getting faster results and understanding young target groups are among the core topics again, with illustrative customer case studies from Beiersdorf, Danone and C&A providing insights for market research practice.

"Is the Opposite of Artificial Intelligence, Intelligence?" asks one of the presentations on digitisation provocatively. "InstaBubble" looks into primary research on Instagram. The "Battle of Concepts" delivers "Smart Decisions in Agile Research Settings".

And the Innovation Area introduced last year is back again in 2018, this time with almost twice as much space due to the enormous audiences it attracted last year. In this open forum, visitors to the show can get a quick impression of the most innovative ideas in the industry today, in a rolling programme of 15-minute presentations.

More than 3,300 participants are expected. To cater for the increasing internationality of the show, 44 of the workshops will be held either in English or in German with English interpreters. You can find the entire workshop programme at <https://www.research-results.com/trade-show/workshop-program/index.html>

Admission to the workshops, the Innovation Area and the exhibits from almost 190 companies from 24 countries is free of charge to 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>

Potential exhibitors will find application forms and further information at www.research-results.com/trade-show/exhibitor-information/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>

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)