

# Programme Innovation Area

Wednesday, 24 October 2018

Thursday, 25 October 2018

		Presented by
10.00	<b>Discover the Unconscious: with Machine Learning from EEG Data into Insights in Only 24 Hours</b>	Diana Livadic, Director Innovations, <b>Ipsos</b>
10.20	<b>BARCAMPs – Focus Groups 2.0? Innovative Questions Require Innovative Methods</b>	Wiebke Fischer, Senior Consultant, <b>Spiegel Institut</b>
10.40	<b>Managing High Engagement on Survey Responses by Leveraging Adaptive Research</b> 	Vekas Karwal, AVP Sales Europe and Patrycja Reinhart, Country Manager Germany and Eastern Europe, <b>Borderless Access</b>
11.00	<b>Active Customer Experience Management Using Real-Time Reporting and Automated Sentiment Analysis</b>	Matthias Reuss, Head of Market Research, <b>m-result</b>
11.20	<b>(R)Evolutionary Segmentation: How Artificial Intelligence Can Help Approach Customers More Target-Oriented</b>	Dr. Robert Hartl, Kantar Analytics Practice, <b>Kantar Deutschland</b>
11.40	<b>Understanding Consumer Behavior: How Data Analytics Leads to Customer Insights</b>	Christian Thunig, Managing Partner, <b>Innofact</b>
<b>Lunch Break</b>		
13.00	<b>Automating the Market Research Process to Achieve Better Insights</b> 	Dexter Chew, Director of Operations, <b>Q One Tech</b>
13.20	<b>WhatsApp, Push &amp; Co. – Multi Channel Recruitment for Online Surveys</b>	Dr. Oliver Kohrmann, Managing Director, <b>Ingress</b>
13.40	<b>How Will Artificial Intelligence Revolutionize Future Volume Forecasts?</b>	Cyril Croutelle, Client Development Director, <b>Strategir</b>
14.00	<b>Mobile Crowdsourcing for Real-Time Market Data – Anywhere &amp; Anytime</b> 	Andrea Bonfiglio, Managing Director Spain, <b>Simply Tasks</b>
14.20	<b>Implicit Quick Dive – Psychology “Under Pressure”</b>	Carmen Schenkel and Oliver Spitzer, Managing Partners, <b>september</b>
14.40	<b>cx/omni Customer Journey Analytics: Recognizing Pain Points and Optimization Opportunities with Process Mining</b>	Wolfgang Weber, Founder and CEO <b>cx/omni</b>
15.00	<b>8 of 10 Survey Projects Are Reported in Excel and PowerPoint. Let's Automate the Process!</b> 	Torben Laustsen, Co-Founder and CEO, <b>OfficeReports</b>
15.20	<b>eCommerce A/B Test – Pre-Testing of Products and Ads Live on (Mobile) Websites</b>	Felix Metger, Unit Lead Shopper Experience Research, <b>eye square</b>
15.40	<b>Applying AI Where It Matters: Redefining the MR Value Chain</b> 	Manish Mittal, SVP Business Head, <b>Course5 Intelligence</b>
16.00	<b>Pimp your Results: Agile Qual-Quant Consumer Insights in 72 Hours</b>	Andreas Woppmann, Managing Director, <b>advise research</b>

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10.00	<b>Seamless Customer Journey: How Modern Technology Helps You to Stay in Touch With Your Customers</b>	Evelin Kremer, Solution Consultant, <b>MaritzCX</b>
10.20	<b>Your Market in a Nutshell – A New Approach to Finding Your Target Group</b>	Robert Kofler, Managing Partner, <b>MARKSIM</b>
10.40	<b>Bring Your Study Results to Life with Our New Data Visualisation Software Made for Market Research</b> 	Boris Moscarola, Managing Director and Dr. Michael Förch, Official Reseller for Germany, <b>Sphinx</b>
11.00	<b>Qualitative Market Research with Artificial Intelligence? A Combination with Added Value!</b>	Natacha Dagneaud, Managing Director, <b>Séissmo</b>
11.20	<b>Revolutionising Data Collection: How MRP Can Improve Insights Generation and Data Quality</b> 	Niklas Anzinger, Strategic Insights Leader, <b>Dalia</b>
11.40	<b>10 Data Collection Best Practices for Measuring Emotion</b> 	Alice Phung, European Sales Executive, <b>Biopac</b>
<b>Lunch Break</b>		
13.00	<b>Using Predictive Social Intelligence (PSI) to Forecast the Digital Customer Pulse</b>	Kristian Kabashi, Managing Director, <b>LINK Institut</b>
13.20	<b>Automated Text Analysis vs. Classical Survey: A Comparison. Case Study “How Do the Chinese Eat?”</b>	Dr. Janna Lipenkova, CEO, <b>Anacode</b> and Dr. Stephan Telschow, Corporate Director, <b>GIM</b>
13.40	<b>“15 Minutes to Go” – Fast Creation of Interactive Reports &amp; Online Dashboards</b>	Dr. Benedikt Köhler, Founder & CEO Franziska Scharch, Business Development Manager, <b>DataLion</b>
14.00	<b>Frequently Underrated: The Agile Determination of Professional Demands for a Voice of the Customer Program</b>	Barbara Thym, Managing Director, <b>Kantar LIVE</b>
14.20	<b>Market Research Automation – How Survey Software and Online Panels are Integrated</b>	Christian Hyka, Managing Partner, <b>Survalyzer</b>
14.40	<b>Powerful Software for Text Analyses – RogTCS</b>	Johannes Hercher, Executive Board and Sven Dreiseitel, Head of Software Development, <b>Rogator</b>
15.00	<b>Measuring Digital Out of Home Advertising: The New Video City Walk</b>	Dr. Steffen Egner, Founder and CEO, <b>MediaAnalyzer</b>
15.20	<b>Intercept Respondents and Interview Them with Any Research Methodology Using the Social Networks</b> 	Ennio Armato, CEO Cube Survey, <b>IFF International</b>

\* Held in English