

Wednesday 17 th November Afternoon	Thursday 18 th November Morning	Thursday 18 th November Afternoon	Friday 19 th November Morning
Keynote: Tara Austin	Keynote: Geoff Copps		Keynote: Andy Nairn
Session sponsored by UKOM	Morning session sponsored by Kantar Coffee breaks sponsored by TRP Research	Afternoon session sponsored by JCDecaux Data Solutions	Morning session sponsored by Toluna
Getting Back on Track – Simon Frazier and Graeme Griffiths, IPA	SVOD 2021: How the streamers are changing TV consumption – David Raybould, TRP	Panel Discussion: the JICs - Back on Track Chair - Belinda Beeftink, IPA Justin Sampson – BARB Jerry Hill - RAJAR Ian Dowds – UKOM Simon Redican – PAMCo Mark Cross – JICMAIL Robert Ray – Route Keith Donaldson JIGREG	Lockdown Lessons – Sumran Kaul, Brand Metrics Project DeLorean – Chris O'Brien, PHD
Tracking the Topics of 2020 - Natalie Compas, Global & Amy O’Baker, Relative Insight	SVOD Stacking: How many is Too Many? – Eleanor Woodburn, UKTV & Morgan Burgess, MTM		A Nation of Shopkeepers - Jenna Swanborough, Global & Simon McDonald, DVJ Insights
The Forces of Attraction - Phil Robinson, Bloomberg & Simon McDonald, DVJ Insights	Bringing the Best of British to the World’ - Serena Martin, BritBox & Dan Brilot, Differentology		Fireside chat: Pandemic Firestorm Chair: Stef Hryczyszyn Sarah Askew – Researchbods Sammie Eales – Mail Metro Media Sara Picazo – Twitter Kathryn Saxon – Wavemaker
2020 - the Year that Changed the World - Brogane Colclough , National Geographic – The Walt Disney Company	Content Crossing Borders – Charlie Gordon, Kantar Tracking the Viewer Journey - Anthony Waithe & Matt Ross, Digital-I & Tony Mawer, ITV	Representation in Planning – Ruth Chalisey, Mediacom	
Disruption & Dragons – James Burke & Felicity Terry, Kantar	The Meaning of Being Green - Emma Pipe, NewsUK & Matt Picton, Differentology	Representation in Content – Yas Asare Anderson, Ipsos	The Online Media Puzzle - Anna Sampson, Magnetic & Tasneem Ali, Ipsos
Proposition Development Research – Chris O’Brien, PHD	Sustainable Now - Carla Madden, Global & Daniella Mercado, the7stars	How Priming leads to Planting: flourishing results from OOH and TV together - Leo Malagoni, Sky & Chris Felton, JCDecaux	Big Audio Datamine – Tara Wilkinson, Radiocentre
In Safe Hands – Lilly Balcheva & Megan Evans, Reach			
What do Consumers Really Think About Brand Purpose? – James Myring, BVA BDRC		Finding New Ways to Test Digital Advertising on Channel 4 - Amelia Ayliffe, Channel 4 & Sarah White, MTM ‘Economy of Attention’ in Advertising - Paul Barrow, Trinity McQueen Primed and Ready for the Cookieless Future - George Kelly, JCDecaux & Mike Follett, Lumen Exploring New Insights within Augmented Reality - Sarah Robson , On Device Research	Free audiences: who are they really? - Sarah Halmkin & Sophie Martin, UKTV
The Six O’Clock Pop - sponsored by Panelbase	Lunch	Cocktails – sponsored by Panelbase	Gala Dinner– sponsored by Digital-i 1