

<b>Wednesday, 22nd November 2023</b>	
4pm : Chair's welcome	
Keynote speaker: Phil Smith, ISBA	
<b>Session sponsored by UKOM</b>	
Simon Frazier, IPA	Making sense of a somewhat predated future
Jess Corbett, BBC	The Big Eurovision Audiences Party
Rupesh Patel, Samsung & Lauren Pratt, Savanta	Exploring the reality of the smartphone churner: going beyond "Apple's just a cooler brand"
Sarah Halmkin, Sony Pictures Television & Morgan Burgess, MTM	Decoding Discovery: how viewers are really deciding what to watch
Jenny Lister & Holly Hewlett, NRG	Understanding the future of series
James Burke, Kantar Media	Reality Stars: rethinking our relationship with participants to generate deeper celebrity insight
<b>6.30pm-7.30pm : Cocktails sponsored by Panelbase</b>	

<b>Thursday, 23rd November 2023</b>	
9am : Keynote speaker: Flavilla Fongang	
<b>Session sponsored by Savanta</b>	
Andrew Tindall, System 1 & Nick Drewe, JCDecaux	The Reality of Creative
Emma Hargreaves & Sara Zanjani, Kantar Insights	Creativity in Reality. Your audience are not goldfish!
Anthony Jones & Nailah Uddin, Thinkbox	Cracking Creativity
<b>Session sponsored by Dynata</b>	
Alex Maguire, Twitch & Dr Hamish McPharlin, Element Human	The Twitch Scorecard: how Twitch uses Element Human to predict what advertising audiences will love
Eduardo Mena, Ipsos	The Big Disconnect: Snap and the potential of augmented reality
Daniel Barnes, Differentology & Melike Dogan, the7stars	Researching the Robot: a new era for market research?
Russell Smither, Posterscope & Mandeep Khatkar, JCDecaux	The Point of Search
Gunnar Pettersson & Ben Sampson, ISBA (Origin)	Advertising Reality – the journey to the North Star
Lunch	
<b>Session sponsored by Kantar Media</b>	
Minnie Kweon & Domi Bruns, BBC WorldService	Beyond Borders; How the BBC World Service moved beyond geography to meet the challenge of a digital future
Euan Mackay, Route	Out Of Home measurement: the inverted Picasso
Ian Gibbs & Mark Cross, JICMAIL	The Time We Spend With Mail: a JICMAIL attention study
Donna Burns, Radiocentre	'Generation Audio: Why commercial audio is growing and how advertisers can benefit'
Lucy Pullinger, Sky & Sam Robertson, Differentology	The Heuristic Highway
Sarah Robson, On Device Research	Unmasking Ageism: Exploring the Impact of Age Bias in Social Media Advertising
Laura Rowe, OMD UK	The Real Britain Series: shining a light on marginalised, mis- and under-represented audiences
Raffaella Stratta & Dunya van Troost, YouTube Ads	Co-creating culture: how viewers choose, inform and influence the content they love
Katya Des-Etages & Sophia Field, Channel 4	Black Owned Businesses: the UK's untapped business potential
Panel - media effectiveness and brand uplift studies – the Cinderellas of media research?	Ruth Chalisey, EssenceMediacom; Tara Watkins, the7stars; Sean Adams, Brandmetrics - chaired by Jason Brownlee, Colourtext
<b>5.30pm-6.30pm : Cocktails sponsored by On Device Research</b>	

<b>Friday, 24th November 2023</b>	
9am : Keynote speaker: Adam Larter, Boldspace	
<b>Session sponsored by TRP</b>	
Georgina Harvey, Channel 4 & Konrad Collao, Craft	Beyond Z: The Real Truth About British Youth
Samantha West, Ipsos & Guy Holcroft, Ofcom	Young explorers: Passive measurement expanding our understanding of the online world of kids
Phil McMullan, Evening Standard	Our London
Panel - Insight - Integral, Integrated, and Impactful	Nicola Crowther, BBC; Louise Twycross-Lewis, PHD; Sam Elphinstone, Tapestry; Brogane Colclough, Disney - chaired by Chris Felton, JCDecaux
Grace Jasper, BBC	Rising above the noise in Speech Audio
Sandy McDougall, Formula E & Ceira Rutledge, Yonder Consulting	Driving Fan Experience
Nimita Gadhavi, Sky Media & Max Willey, BVA BDRC	Sky Sports & Audi: How branded content drove perceptions of innovation
Luke Hand & Richard Lay, Mail Metro Media + Patrick Brennan, Trajectory Partnership	Shades of Green: understanding consumers knowledge, motivations and behaviour in a time of climate emergency
Faye Turner, Hearst UK & Juliane Beard, Mindlab	Body Love - Can the right activities get us out of a negative body image spiral?
Caroline Wren, MTM	Listen to your HEART! Introducing the new barometer of healthy acquisition and retention
Wrap up and close	
2pm : Lunch	
Afternoon at leisure	
<b>Gala Dinner</b>	

With thanks to our conference sponsors:



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