

HILTON HOTEL • SYDNEY • 7-9 AUGUST 2019



# FESTIVAL OF RESEARCH

NATIONAL CONFERENCE 2019

Celebrating  
Research, Data  
Insights and Thought  
Leadership in the  
Asia Pacific Region



REGISTRATION OPEN - Book now at [www.amsrsconference.com](http://www.amsrsconference.com)

# A Message From Your Conference Chair

I am not just looking forward to attending the entire AMSRS conference this year, but also honoured to be chairing the conference.

We all live busy lives engaged in research on both the client and the agency side. There are never enough hours in the day. The conference gives us a unique and not to be missed moment to catch up with peers, find out what's happening in the industry, listen to inspiring and thought-provoking people in and out of the sector, and most importantly, give back to our profession. I find myself refreshed and full of new ideas every time I leave an AMSRS conference.

It is truly a Festival of Research, with no need for pill testing (unless you count the headache tablets you need to take the morning after the conference dinner). The conference is a particularly important event for young researchers to attend and I encourage all older AMSRS members to make sure that they facilitate access to the conference for those new to our profession. I'm looking forward to chairing a session just for young researchers on career progression and future challenges in the industry.

It's an unenviable task to identify what keynotes I am more looking forward to but here goes ... I am a fan of the HILDA survey and so looking forward to hearing from Prof Mark Wooden who heads the project. There are numerous sessions and keynotes around the general theme of ethics and accountability in our industry, and more broadly in the workplace. I am interested to see what conversations and ideas those sessions spark as we continue to grapple with the public perceptions and misnomers about our practices, and how they inform decision making by public and private organisations.

I am so proud to be a researcher, an AMSRS member, and part of such a vibrant and important industry. See you all in August!

**DR REBECCA HUNTLEY**

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FACEBOOK [www.facebook.com/RebeccaHuntleyAustralia](https://www.facebook.com/RebeccaHuntleyAustralia)

JOIN US AT THE  
FESTIVAL OF RESEARCH  
TO CELEBRATE  
WHAT WE DO.



AMSRS

# FESTIVAL OF RESEARCH



Celebrating research, data insights and thought leadership in the Asia Pacific region

We have you covered...

✓ Social Research

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✓ Insights

✓ Networking

✓ Future of Industry

✓ Engagement

✓ Clients

✓ International / Local Topics & Speakers

✓ Data

✓ Standards & Privacy

✓ Our Community

THE AMSRS IS PLEASED TO HOST  
THE 11TH ANNUAL APRC CONFERENCE.

Come along and network with researchers from across the APAC region, including China, Japan, Korea, Malaysia, Mongolia, New Zealand, Singapore, Taiwan, Thailand, Vietnam and Fiji.



Andy Zhao (CH)  
President, APRC

## MAIN STAGE SESSION 1 THIS IS US

Join **Professor Mick Dodson AM**, **Professor Mark Wooden** and **Caz Tebbut OAM** (PNG) to look closely at Australia and its neighbours. From leading treaty negotiations between Aboriginal people and the Northern Territory government to the research of HILDA into the well-being of everyone who shares this land and the multi country happiness study of all of the inhabitants of the South Pacific region.



## MAIN STAGE SESSION 2 GETTING TECHY WITH IT

Hear from **Vicky Falconer** from **Amazon** and **Barry Enderwick** ex **Netflix** (2001-2012) on how research and data has and is shaping business and creating a culture of innovation. Where are the lessons for the future of insights from these now giants with humble beginnings?

Discuss these themes as well as emerging research platforms such as CX, Design Thinking and AI in a panel of leading experts hosted by UK Researcher **Mike Stevens**.



### SIDE TENT SESSION 3A BEHAVIOURAL CHANGE

### SIDE TENT SESSION 3B DIGITAL & TECHNOLOGY

### SIDE TENT SESSION 3C TRENDS

## MAIN STAGE SESSION 4 RESEARCH & MY COMMUNITY

Assoc Prof **Maria Raciti**, Co-leader of USC Transcultural and Indigenous Pedagogies Research Group will facilitate a panel of Aboriginal and Torres Straight Islander people discussing the incorporation of the Indigenous peoples perspective in research, business, science and innovation.

**Nicholas Gruen** will look at transitioning to evidence-based practice that would institutionalise a structural separation between the 'brain' and the 'brawn' within organisations to help build the organisation's transparency to outsiders on the transparency of those in the field to themselves..

**Dangjaithawin Anantachai** is the Managing Director of INTAGE Thailand as well as a respected trainer, coach and lecturer. She will be discussing the "Purposeful Researcher Redefined" the key content is about 'how-to' researchers can love their job while earning high respect from others on the social contribution.



**BOOK YOUR TIX TODAY!**

**Re**

## MAIN STAGE SESSION 5 PERSPECTIVE PIVOT

What is the fallout from the **election polling results** in terms of our industry's reputation? What are the implications for research more broadly? What led to it and how are we coming to terms with it? How do we respond when our clients, the media, friends and family ask why pollsters got it wrong (as reported in media)?

Then think about how we pivot with **Adam Ferrier**, one of the leading consumer psychologists in Australia, a brand strategist and an authority on behavioural economics. His agency even has a focus group room. However this talk will focus on why consumer research is a) inaccurate b) eradicates value from brands, and c) homogenises brands. It'll be fun!

PANEL DISCUSSION  
**THE ELEPHANT IN THE ROOM: THE FALLOUT FROM THE 2019 FEDERAL ELECTION**



SIDE TENT SESSION 6A  
WILLINGNESS TO PAY

SIDE TENT SESSION 6B  
BRAND STORIES

SIDE TENT SESSION 6C  
METHODOLOGY ALARM BELLS

SIDE TENT SESSION 7A  
VALUES

SIDE TENT SESSION 7B  
CUSTOMER EXPERIENCE

SIDE TENT SESSION 7C  
REGULATION

## MAIN STAGE SESSION 8 AUSSIE LOVE, LAUGHS AND LARRIKINS

Join **Alison Tilling** Chief Strategy Officer at Y&R Australia (Gruen Transfer regular) to talk about why as researchers we wear our hearts on our sleeves and how we can make the most of the emotional impact of real-world research.



**Laura Millington** from the AFL will be joining to tell us the story about how a research project took an "outside-in" approach to bottle the momentum occurring around women in sport and AFL.



Writer, author, columnist, social commentator and serial monogamist **Kerri Sackville** will be joining us to discuss the modern day "you can have it all" (joke).



### The Even Greater Sydney Planning Committee (EGSPC)

consists of **H.G Nelson** (acting Deputy Co-Chair Digital Integration) and **James Valentine** (CXO – Chief Excellence Officer). They oversee all other Committees, Boards, Councils and Governments concerned with Sydney planning. It's time to meet the people and explain what's really happening across the country after the Federal election.

JOIN IN ON THE FUN OF BEING AN ACTIVE PARTICIPANT IN  
THE EVEN GREATER SYDNEY PLANNING COMMITTEE NATIONAL SUBCOMMITTEE GENERAL MEETING

\*the even greater Sydney planning committee is a satirical event and no decisions are binding.

register at [www.amsrsconference.com](http://www.amsrsconference.com)

## GDPR WORKSHOP

**Debrah Harding (UK)** is responsible for all MRS (Market Research Society UK) operations and leads the Society's Standards, Policy and Public Affairs activities. Debrah is a leading expert on General Data Protection Regulations in research and will be conducting a workshop on Day 2 to answer all your GDPR questions.



## WORKSHOP YOUNG RESEARCHERS STREAM

This stream is suited for young researchers within the first 2 years of their career or students looking to get into the research industry.

Hosted by our Conference Chair **Rebecca Huntley** - Listen and engage with a panel of mixed career level speakers as they talk about their career paths and help to shape your own. Then move to a hands-on workshop where you can learn soft skills such as client communications management.

Program correct at time of printing.

## GALA DINNER OUR ISLAND HOME

WHY DON'T YOU COME JOIN OUR PARTY?

Featuring music and artists from the Asia Pacific Region with a secret special guest!

Join in all the fun of our tropical island themed gala dinner. Dress up or just come as you are.

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For conference enquiries, email [events@amsrs.com.au](mailto:events@amsrs.com.au) or phone 02 9566 3100



# AMRS FESTIVAL OF RESEARCH



## 2019 AMRS FULL CONFERENCE PROGRAM

**FRIDAY 9TH AUGUST 2019**

REGISTRATION FROM 8:00AM

**9:00 - 10:30 MAIN STAGE SESSION: PERSPECTIVE PIVOT**

Facilitator: Ellen Fanning  
Founder of Thinkerbell, MSIX and spacc. Consumer psychologist, author/public speaker.

Adam Ferrier  
Adventures in Marketing

**10:30 - 11:00 MORNING TEA**

**11:00 - 12:25 SIDE TENT BREAKOUT SESSIONS**

### 6A METHODOLOGY ALARM BELLS

11:00	James Jayesuria	Strategic Precision	AI and Big Data Challenges and Opportunities	11:05	Caroline North	SEEK	Laws of Attraction - A case study in sharing the love of research (AKA: leveraging market research to enhance customer experience and drive brand engagement)	11:05	Alice Hsieh	The Behavioral Architects	Stopping fare evaders in their tracks: Nudging people to pay their fares on public transport in NSW
11:05	Con Menitou Brian Fine Minoca Gesner	QOR AOR	Fake data = Fake news How easy is it to source accurate research data in the digital age?	11:25	Amity Fischer Bethan Whaley	Nature Research	The Lab Insight and Strategy Nature Research	11:25	Dipesh Soneji Rebecca Dalton	Ruby Cha Cha Sutherland Shire Council	Innovating Community Engagement to Ensure the Future of the Sutherland Shire
11:25	Lyndall Spooner Kai Luren	Fifth Dimension	Emotional Impact of Advertising	11:45	Emma Gillingham	Meat & Livestock Australia	High Steaks: Leveraging Insights to meet the needs of red meat consumers	11:45	Emma Tommasini Ashima Nehta	Nature Australian Super The Lab	Ensuring equitability and fairness in strategic pricing decisions
11:45	Phil Guarisco	Lewers Research	Discussion	12:25			Discussion	12:25	Elaine Dubost	Discussion	
12:25											

**LUNCH**

**12:30 - 13:20 SIDE TENT BREAKOUT SESSIONS**

7A REGULATIONS	7B CUSTOMER EXPERIENCE	7C VALUES
13:20 Chair Lisa Salas	Virginia Miekle	Duncan Rintoul
13:25 Neale Cotton Justin Connally	The Behavioural Architects	How do the important things in life influence our everyday behaviour? First insights into Australians values from The Values Project.
13:25 Sam Paul	Quantitative behavioural economics and research at round table discussion.	Hosted by Rebecca Huntley Listen and engage with a panel of mixed career level speakers talk about their career paths and help to shape your own. Then move to a hands-on workshop where you can learn soft skills such as client communications management.
13:25 Lyndall Spooner Alex Vishney	Fifth Dimension Consulting	
13:45 Joyce van Dijk Fiona Jolly	Colmar Brunton Ad Standards	What's the "light" customer experience metric?
14:05 Sally Lim	InSites Consulting Direction First	Using cultural values to solve wicked problems.
14:25 Discussion	Quantum Market Research Richard Frost Raeche O'Dwyer Yarra Valley Water	Customer Effort - is it as important as we think?
14:25 Discussion	Dr Con Menicas	Review Partners Strategic Precision Lightspeed Research Discussion
14:30 - 15:00 AFTERNOON TEA		

**15:00 - 17:45 MAIN STAGE SESSION: AUSSIE LOVE, LAUGHS AND LARRIKINS**

Laura Millington & Sarah Lorimer  
Senior Research Advisor | AFL // Partner | The Lab Insight & Strategy  
Chief Strategy Officer at Y&R Australia  
Author, Columnist and Social Commentator

**CLOSING DRINKS**

**17:30 - 18:30 YRN TOUR**

<b>9:00 - 10:30 MAIN STAGE SESSION: PERSPECTIVE PIVOT</b>	<b>10:30 - 11:00 MORNING TEA</b>	<b>11:00 - 12:25 SIDE TENT BREAKOUT SESSIONS</b>	<b>12:30 - 13:20 SIDE TENT BREAKOUT SESSIONS</b>	<b>13:30 - 14:25 SIDE TENT BREAKOUT SESSIONS</b>	<b>14:30 - 15:00 AFTERNOON TEA</b>	<b>15:00 - 17:45 MAIN STAGE SESSION: AUSSIE LOVE, LAUGHS AND LARRIKINS</b>	<b>17:30 - 18:30 CLOSING DRINKS</b>
Panel Discussion Adam Ferrier						Hearts on sleeves: making the most of the emotional impact of real world research "You can have it all" (joke) Even Greater Sydney Planning Committee National Subcommittee General Meeting	
							This stream is suited for young researchers within the first 2 years of their career or students looking to get into the research industry.