

# 2022 APRC Conference in Seoul

## “Take the First Step into a New World”



**Friday 21 October 2022, Novotel Ambassador Seoul Gangnam**

09:30-10:00	Registration & Networking	
10:00-11:00	Welcome Greetings	APRC President, KORA President
	APRC Association Greetings	Off line: KORA, CMRS, JMRA, MRSM, MMRA, TRS. On line: CMRA, RANZ, TMRS
11:00-11:25	Keynote Speech: Research and Insights in 2027 - a scenario analysis of the near future	Ray Poynter(Chief Research Officer, Platform One)
<b>Session1: New normal &amp; New economy</b>		
11:30-11:55	An era of disruption & risk: Understanding the context of changes in consumer perception and behavior, and redefining the growth framework for consumer strategies	Moonee Choi(Kantar Korea)
12:00-12:25	REACTING to tough times : What's real about the way people and thinking and acting	Dave McCaughan ,Grant Bertoli(TMRS)
12:30-13:30	Lunch	
<b>Session2: Sensing market trends and preparing for the future from a manufacturer/service</b>		
13:30-13:55	Deep Insight to Biz	Youngha Im(CJ)
14:00-14:25	Expectations for Initiatives; a client POV	Naoki Takahashi(Nissan Motors)
14:30-14:55	Research Journey to Discover Consumer Insights	Sangdon Lee(LG Electronics)
15:00-15:25	What will we eat?	Hyunseok Song(Shinsegae Food)
15:30-15:50	Coffee Break	
<b>Session3: Evolving Research Approaches</b>		
15:50-16:15	Exit Poll Results in the 2022 Korean Presidential Election -Combining early voters by telephone surveys with exit polls on election day	Sunghyun Shin(Hankook Research), Seonghoon Won(Korea Research International), Chanbok Lee (Ipsos Korea)
16:20-16:45	Moving forward together: Redesigning our advancement - The Power of Innovative and Agile Approaches	Kihong Um(Ipsos Korea)
16:50-17:15	Evolution of Consumer Purchasing Data Measurement Methodology	Jihyuk Park(NielsenIQ Korea)
17:20-17:30	Closing	
17:40-19:00	Gala Dinner	