



insights
ASSOCIATION

REGISTER BY 9/15 FOR \$899*

THE ONLY CONFERENCE BY, FOR AND ABOUT CORPORATE RESEARCHERS

2017 CORPORATE RESEARCHERS CONFERENCE, OCTOBER 16-18 IN CHICAGO

A World of Inspiration & Action

Just for You

Success drives success – CRC 2017 will draw more of your peers and feature more of their work than last year's record-breaking, rave-inspiring edition. Attendance is tracking 40%+ ahead of last year and is on pace to sell out.

- Enjoy comfortable conversations with hundreds of fellow corporate researchers
- Hear new case studies from more than 60 brands, both small and large
- Learn how insights leaders are building stronger connections with their customers, exposing truly unmet needs and dramatically increasing ROI on tight budgets



I truly enjoyed engaging with other like-minded peers, especially on the corporate researchers-only day. Relationships were made, more so than at any conference I've ever attended. I was so jazzed by my experience at CRC that I wanted to get more involved in the community, and I am.

Christina Nathanson, Director, Global Market Research, AIG

Having Extraordinary Impact

Some experiences are vastly more memorable and meaningful than others: A moment of extraordinary service that a customer can't stop talking about. A moment of insight that helps a group of employees embrace a new vision.

Everywhere you look, people are trying to craft memorable experiences, but these efforts have been dominated by a focus on fixing problems (what Dan Heath calls "filling pits"), rather than creating memorable experiences ("raising peaks"). Yet Heath's research suggests that it's far more valuable to build peaks.

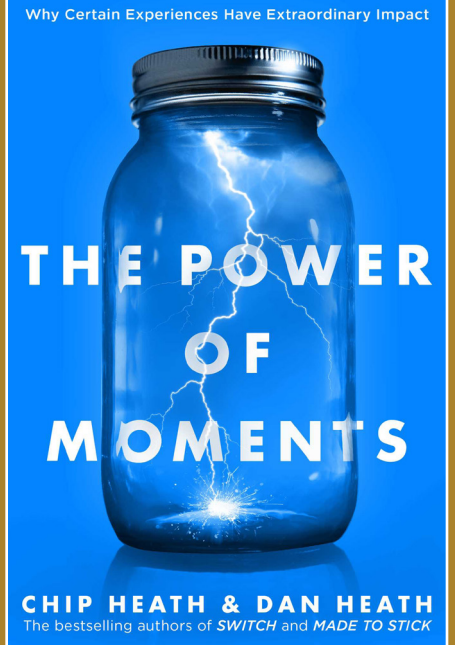
In his talk, Dan will reveal the four elements that create defining moments. Armed with an understanding of these elements, you can be the author of moments that spark delight, connection, and insight.



Dan Heath, Bestselling Author

Dan Heath offers a breadth of expertise to teach audiences how to manage and lead successful change, make communication stickier and improve their decision-making skills. Dan co-wrote three of the most-loved business books of the past decade: “Made to Stick”, “Switch”, and “Decisive”. All New York Times bestsellers, they have sold over two million copies worldwide.

Dan is a senior fellow at Duke University’s CASE center, which supports entrepreneurs who fight for social good. He is also an entrepreneur himself, having founded Thinkwell, an innovative education company. A graduate of the Harvard Business School, Dan was named in 2013 to the Thinkers 50, a ranking of the world’s 50 most influential management thinkers, and also to Fast Company magazine’s list of the Most Creative People in Business.



You'll be Inspired by These Revolutionary

Insights Influencers

Jeanine Bassett, General Mills

The General Mills' Global Consumer Insights function recently re-evaluated how they do research. The result: A Global Research Playbook. We'll delve into it with the team's quarterback, who will share the tale of its formation, how its pages amplify the impact of results, and how future chapters will be written.



Judd Antin, Airbnb

A social psychologist named one of MIT Technology Review's top 35 innovators under 35, Judd was research manager at Facebook before joining Airbnb. He'll describe how he has moved the insights practice into a critical role at hospitality's fastest growing brand.



Ravi Dhar, Yale School of Management

A pioneer helping us understand the factors that influence how consumers think and decide, Ravi consults dozens of Fortune 500 companies in a wide variety of industries. He'll help you implement groundbreaking agile insights frameworks.



Ran Zilca, Happify

A chief data-scientist, entrepreneur, author, coach, and TEDx speaker, Ran tells us how data leads to happiness for brands and businesses.



In One Place

Who you want to meet...

Those walking each day in your shoes know best the challenges you face. That's clearly evident at this conference, where corporate researchers are involved in every aspect of the program and each session and conversation resonates.

From vetting proposals to presenting and moderating – nearly all sessions will be led by corporate researchers – your peers will frame the discussion here.

Leaders from Johnson & Johnson, Fidelity Investments, Virgin America, Unilever, Toyota, AIG, Colgate-Palmolive, A&E Networks, Ferrero USA, Comcast and many more top corporate research departments will detail their pain points, their plans for the future, and what they're doing to surmount their biggest challenges. *These are discussions you can't miss.*

What you want to learn...

All CRC presentations were selected for their ability to help you evolve your skill set, elevate the insights mission and solidify your position as a strategic partner.

You'll see groundbreaking approaches at work and hear diverse perspectives on topics determined by your peers to be the MOST important NOW.

Learn the latest innovations in behavioral economics, mobile ethnography, emotional listening, gamification, eye tracking, predictive analytics, synthesized data streams, agile methods and neuroscience.

In addition to revealing case studies on path-to-purchase, brand tracking, concept testing, and market segmentation, you'll get practical advice to improve your respondent engagement, data visualization, insights storytelling, and data quality.

MONDAY, OCTOBER 16

Corporate Researchers-Only Sessions Until 5 PM

7:30 AM – 7:00 PM
REGISTRATION

8:30 – 9:20 AM
**CR-ONLY KEYNOTE: BEHIND GREAT BIG
STORY'S AUDIENCE INTELLIGENCE: THE
NEXUS OF QUALITATIVE STUDY AND
QUANTITATIVE RESEARCH**
Khalil Jetha, CNN

9:30 – 10:15 AM
CR-ONLY: MAKING INSIGHTS SNACKABLE
Kristin Luck, Luck Collective
René Mitchell, Humm Kombucha

**CR-ONLY: MACHINE LEARNING
SEGMENTATION IN THE DIGITAL AGE**
John V. Colias, Ph.D., Decision Analyst
Dustin Cannon, Dallas Morning News

10:15 – 11 AM
**CR-ONLY: EXPANDING INSIGHTS BEYOND
MARKETING TO BENEFIT HR, INVESTOR
RELATIONS, FINANCE & MORE**
Christina Nathanson, AIG

11 – 11:45 AM
**CR-ONLY: THE MODERN ONLINE
COMMUNITY – A SPARK FOR
HUMAN TRUTHS**
Cherie Leonard, Colgate-Palmolive Company
Lorin Etko-Shepherd, Marketry, Inc.

**CR-ONLY: AN ANTHROPOLOGICAL
APPROACH TO DECODING
BRAND PERCEPTION**
Joetta Gobell, A&E Networks
Susan Kresnicka, Kresnicka Research & Insights

11:45 AM – 12:45 PM
CR-ONLY: LUNCH

12:45 – 2 PM
**CR-ONLY: DIGITAL MIGRATION
PANEL DISCUSSION**

2 – 4:45 PM
CR-ONLY: SPECIAL EVENT

Everyone! (It'll be awesome.)

5 – 5:45 PM
**OPENING KEYNOTE: THE POWER OF A
PLAYBOOK; SHAPING AND ADVANCING
A COMMON RESEARCH APPROACH**
Jeanine Bassett, General Mills

5:45 PM
**WELCOME RECEPTION WITH
FRIENDS AND EXHIBITORS**



TUESDAY, OCTOBER 17

7:30 AM – 7:00 PM
REGISTRATION

7:30 – 8:30 AM
BREAKFAST

8:30 – 9:15 AM
**KEYNOTE: HOW DATA LEADS TO HAPPINESS
FOR BRANDS AND BUSINESSES**
Ran Zilca, Happify

9:15 – 10 AM
THE EXPLOR AWARD

10 – 10:45 AM
**KEYNOTE: HAVING
EXTRAORDINARY IMPACT**
Dan Heath, Best selling Author

10:45 – 11:30 AM
BREAK WITH EXHIBITORS

11:30 AM – 12:15 PM

CONNECT
**A NEW BEGINNING: HOW BRANDS CAN
RECONSIDER THE WAY THEY THINK
ABOUT PEOPLE**
*Christina Nathanson, AIG
Susan Fader, Fader & Associates*

TRANSFORM
**THE NEW RULES OF ENGAGEMENT: ADAPT
YOUR INSIGHTS TOOLKIT TO RISING
BRAND EXPECTATIONS**
Alison Servi - Kelton

ELEVATE
**TRANSITIONING FROM RESEARCH TO
INSIGHTS & STORYTELLING**
Mark Andrews, Waters Corporation

EVOLVE
**BLINDED BY SCIENCE: DON'T LOSE SIGHT
OF THE CONSUMER BY DIVING TOO DEEP
INTO ANALYTICS**
*Anthony Kuo, Ferrero USA
Oskar Toerneld, SKIM*

12:15 – 1:15 PM
LUNCH

1:15 – 2 PM
CONNECT
**AGILE VIDEO: INSTANT, INTEGRATED
AND INSPIRING**
*Kristen Griffith, Clorox
Dave Carruthers, Voxpopme*

TRANSFORM
**HOW SOCIAL DATA HELPED DEFINE A
DISRUPTED INDUSTRY**
*Pankaj Chopra, Johnson & Johnson
Menaka Gopinath, Ipsos*

ELEVATE
**THE SCIENCE OF BEHAVIOR AND ONLINE
ENROLLMENT**
*Everett Alatsis, LifeLock
Shannon O'Malley, Ph.D., BEworks Inc.*

EVOLVE
**OPTIMIZING INSIGHTS IN HIGHLY
REGULATED INDUSTRIES**

2:10 – 2:55 PM

CONNECT
**ACTIVATING OUR SENSES
USING NEUROSCIENCE**
*Roberta Perry, Edwards Technology, Inc.
Michelle Adams, Ph.D., Marketing Brainology*

TRANSFORM
**KEEP YOUR AUDIENCE BY
UNDERSTANDING HOW THEY GOT THERE**
Gwynne Villota, NPR

ELEVATE
**TURN INSIGHTS INTO ACTION THE
VIRGIN WAY**
*Deborah McCuiston, Virgin America
Ryan Baum, Jump Associates*

EVOLVE
**HOW TO CREATE SPECTACULAR – AND
EFFECTIVE – INFOGRAPHICS**
*Kate Morris, Fidelity Investments
Joe Hopper, Versta Research*

2:55 – 3:40 PM

BREAK WITH EXHIBITORS

3:40 – 4:25 PM

CONNECT
**THE WORLD IS GOING MOBILE:
IS YOUR BRAND?**

Lightspeed

TRANSFORM
**STEPPING UP YOUR RESEARCH:
WHY “GOOD ENOUGH” ISN’T ENOUGH**

Allison Abbott, Capital One

ELEVATE
**GUARANTEED TO RESONATE:
A SYSTEMATIC APPROACH TO GAUGE
MESSAGE EFFECTIVENESS**

Pamela S. Nelson, PRC, TIAA-CREF

4:35 – 5:20 PM

CONNECT
**CORPORATE BRAND TRACKING IN A
MODERN WORLD**

*Renee Daulong, Dell
Andrew Elder, Illuminas*

TRANSFORM
**FROM ONLINE COMMUNITY TO
CONSUMER INTELLIGENCE PLATFORM**

*Susan Easley, Snyder’s Lance
Nicola Cornish, MARU/Matchbox*

ELEVATE
**IT’S TIME TO FUTURE-PROOF YOUR
PACKAGE DESIGN**

*Kahlia Pyle, The Big Picture
Jessica Crocco, Unilever*

5:30 PM

HAPPY HOUR IN EXHIBIT ROOM



“
What I value most in CRC – and I have attended the last four – is the opportunity to hear the experiences of researchers in similar positions. Many of us are one-person departments, which presents a very specific set of challenges. The chance to hear how others are approaching their day-to-day business is invaluable.”

Lisa Herceg, PRC, Director, NAR Marketing Research, National Association of Realtors

WEDNESDAY, OCTOBER 18

7:30 AM – 7:00 PM
REGISTRATION

7:30 – 8:30 AM
BREAKFAST

8:30 – 9:30 AM
**KEYNOTE: GROUNDBREAKING AGILE
INSIGHTS FRAMEWORKS**
Ravi Dhar, Yale School of Management

9:30 – 10:30 AM
**KEYNOTE: PUTTING INSIGHTS AT THE
HEART OF ONE OF TODAY'S MOST
SUCCESSFUL NEW BRANDS**
Judd Antin, Airbnb

10:30 – 11:15 AM
BREAK WITH EXHIBITORS

11:15 AM – 12 PM

CONNECT
POWER OF THE PURSE
Lamia Pardo, Pangea Online Payments
Charise Shields, Toyota Motor Corporation
Stacey Symonds, Orbitz
Emily Berg, Citibank

TRANSFORM
COMCAST PACKAGING AND PRICING LAB
Paul Hockenbury, Comcast

EVOLVE
**LESS RESEARCH, MORE INFLUENCE:
INSIDE THE RESEARCH REVOLUTION
AT WHIRLPOOL**
Jim Todd, Whirlpool
Brock Jones, KnowledgeHound

12 – 2 PM
LUNCH AND GRAND EXPO FINALE

2 – 2:45 PM

CONNECT
**CONFIRMATION BIAS: INNOVATION'S
BLIND EYE**
Allison Abbott, Capital One
Emma Sagan, Capital One

ELEVATE
CHOBANI PRODUCT LAUNCH CASE STUDY
Cagdas Sirin, Chobani Insights

TRANSFORM
**INSIGHTS AT WARP SPEED AND
HYPER SCALE**
Michael Winnick, dscout
Rick Malins, Facebook
Amelia Eddleman, Google

2:55 – 3:35 PM

CONNECT
**LEVERAGING AN AGILE SHOPPER
INSIGHTS PLATFORM TO DRIVE
OMNICHANNEL LEARNING, ACTIVATION
AND GROWTH**
Timothy Miller, Conagra Brands
Matt Kleinschmit, MARU/Matchbox

ELEVATE
**ON YOUR TOES ON SOLID GROUND, THE
RESEARCHER AS AN IMPROVISER**
Patrick Gantz, Genworth

TRANSFORM
DISSEMINATING PREDICTIVE ANALYTICS
David Albert, GfK
Mike Conklin, GfK

3:45 – 4:30 PM

CONNECT

**KEEPING ONLINE COMMUNITIES SHARP
WITH INTEGRATED QUAL & QUANT**

Ednei Hishida, General Motors

ELEVATE

**CONSUMER-CENTRIC SEGMENTATION AS
BRAND CHANGE AGENT**

*Giustina Parisi, American Family Insurance
Amy Modini, Chadwick Martin Bailey*

EVOLVE

**RESEARCH AT THE HEART OF
GENUINE INNOVATION: A SPOTLIGHT ON
DIGITAL HEALTH**

*Jessica Gates, GFK
Justin Edge, GFK*

4:30 PM

CONFERENCE ADJOURNS



Save Before September 15!

Superb ROI

A Corporate Researcher registration includes six CR-Only sessions and lunch on Monday plus all other CRC keynotes, sessions and events. All other registrations include full access to all sessions starting with opening keynote on Monday evening, breakfast, lunch and breaks as well as evening receptions.

insightsassociation.org/CRC2017

\$899

Corporate Researchers*

\$1599

Research Supplier/Provider (Member)

\$1899

Research Supplier/Provider (Non-Member)

Every penny you invest into CRC goes right back into the marketing research and analytics community to support improved data quality, business integrity, a research-friendly regulatory environment and other important Association initiatives.

**Corporate Researcher: Individuals who are employed at an organization whose clients are internal. CRs are not involved in the sale of their research, analysis or services, and their work is not for sale or compensated or used outside of their organization. Includes individuals at non-profits and government agencies.*

VENUE

Just steps away from the city's greatest attractions, Swissôtel Chicago is an award-winning four-diamond hotel designed by renowned architect Harry Weese. Enjoy panoramic views of Lake Michigan and Navy Pier and shopping two blocks away on The Magnificent Mile.

The Insights Association has reserved a limited number of sleeping rooms at Swissôtel Chicago at a rate of \$289, plus tax/night. Reservation Deadline is Friday, September 22. To reserve your room call 1-888-737-9477. Be sure to identify yourself as an attendee of the conference.

SPONSOR & EXHIBIT

CRC offers a one-of-a-kind environment with the highest percentage of corporate researchers of any marketing research/analytics conference. Don't miss the opportunity to showcase your products and services at this "just right"-sized conference. CRC exhibitors and sponsors are uniquely positioned to create partnerships with researchers in a wide variety of industries.

Interested in sponsoring or exhibiting? Contact Jonathan Saxe: jonathan.saxe@insightsassociation.org or 516-238-4083.



Empowering intelligent business decisions.

Inspired by the 2017 merger of CASRO and MRA, all Insights Association proceeds are invested in advocacy, education and other initiatives to directly support the marketing research and analytics community.



INSIGHTS ASSOCIATION
1156 15TH STREET NW, SUITE 302
WASHINGTON, DC 20005



CRC2017

*The right people, brands,
solutions and support to
spike registrations 40%
ahead of last year. Register
now before it's sold out!*