

2017

Thursday, April 13th

8TH ANNUAL MSMR ALUMNI ASSOCIATION MARKETING RESEARCH CONFERENCE

A Passion for Research: Cool and Influential Marketing Research Projects

7:15 - 8:00 am

Bluebonnet

NETWORKING + COFFEE & BREAKFAST

8:00 - 8:15 am
Rosebud Theatre

Welcome + Introduction of Keynote Speaker
Kristin Chatila, Co-Chair Planning Committee

8:15 - 9:00 am

Rosebud Theatre

Keynote Presentation
Behind the Corporate Curtain: The State of Insights Management in Corporations
Simon Chadwick, Insights Association

9:05 - 9:35 am
Rosebud Theatre

Standout in the Crowd: Key Merchandising Insights
Michelle Adams, Ph.D, Marketing Brainology

9:35 - 10:05 am
Rosebud Theatre

How Behavioral Research and Design Changed Ordering Behaviors at the Protein Bar
Will Leach, TriggerPoint

10:05 - 10:30 am

Bluebonnet

MID-MORNING BREAK + COFFEE

10:30 - 11:00 am
Rosebud Theatre

Miss Vickie's - Finding Passion Through Your Brand Lovers
Jacob Tucker, PepsiCo

11:00 - 11:30 am
Rosebud Theatre

Anyway, Anyhow, Anywhere: The Value of Hybrid Methodologies in Qualitative Research
Kelly Heatly, Heatly Custom Research LLC

11:30 - 12:00 pm
Rosebud Theatre

Leveraging Video To Tell Better Stories And Drive Action In The Boardroom-
How One Client Used Video To Drive A HUGE Manufacturing Decision
Dean Macko, VoxPopMe

12:00 - 1:30 pm

Bluebonnet

LUNCH + NETWORKING CARL MCDANIEL AWARD

1:30 - 2:15 pm
Rosebud Theatre

How IBM Has Transformed Into Creating An Always On Intelligence Program By Leveraging
Online Research Communities
Tyler Kettle, IBM

2:15 - 2:45 pm
Rosebud Theatre

ADA and Multi-Platform Survey Design: Respondent Inclusion and its Impact on Quality
Bob Graff & Andrew Zoota, MarketVision

2:45 - 3:15 pm
Rosebud Theatre

Retail Wars: Understanding How to Improve Product and Category Conversion by Retailer
Michael Vasquez, UB Mobile

3:15 - 4:15 pm
Rosebud Theatre

Panel Moderator: Scott Hanson
Passion, Creativity and Excitement in Marketing Research - Thoughts on Nurturing it,
Growing it, Building it, and Maintaining it!
Panelists: **Jerry Thomas, Decision Analyst, Inc., Jamie Baker-Prewitt, Burke, Inc.,
Chris Hauck, Lynx Research and Chuck Miller, Digital Marketing & Measurement (DM2)**

4:15 - 4:30 pm
Rosebud Theatre

Acknowledgements + Thank You
Staci Brandt, Co-Chair Planning Committee

4:30 - 6:00 pm

Location TBD

Happy Hour Social + Networking