

# Conference Agenda

## NEW and TESTED: Proven Innovations in Market Research

### Main Stage

09:00-10:00	Attendee Registration		
10:00-10:15	Photo	<b>Anastasia Anosova</b> , Chairperson of the "Group 7/89" Association	Opening of the exhibition, keynote speech on behalf of the "Group 7/89" Association of Research Companies»
10:15-10:45	Photo	<b>Anton Bulanov</b> , Head of INVITRO Group Marketing and Communications	Three main problems of Market Research by the client
10:45-11:15	Photo	<b>Madhumita Chakraborty</b> Associate Director, Consumer Insights, PepsiCo.  <b>Mukesh Kumar</b> Global Category Lead for Light Meals at Nestle HQ	(ENG) Face Off: When Research and Marketing Switch
11:15-13:00	Roundtable discussion moderator:		<b>CLIENT TALKS</b>  A series of short, free-form speeches by representatives of customer companies on relevant topics
	Photo	<b>Larisa Sidorova</b> , Research Director and Partner, Atelier Market Research	
	Participants:		
	Photo	<b>Olga Ostrovskaya</b> , Head of Market Research, AVON Eastern Europe	
	Photo	<b>Yulia Polyakova</b> , Head of Automotive Market Research (B2B / B2C), Toyota Motor	
	Photo	<b>Irina Rozovskaya</b> , Research Director, PepsiCo Eastern Europe, Dairy Categories	
	Photo	<b>Anastasia Gerasyuk</b> , Consumer Research Expert, PepsiCo	
Photo	<b>Maria Kurbatova</b> , Head of Research, KraftHeinz		
13:00-13:15	BREAK		
13:15-13:30	60-second presentations Our sponsors speaking		
13:30-14:00	Photo	<b>Sophie Van Neck</b> , Business Director FMCG InSites Consulting  <b>Annelies Verstaen</b> , Senior Research Manager InSites Consulting	Place a small ESOMAR logo (ENG) <b>We have seen the future!</b>
14:00-14:20	Photo	<b>Alexander Katsuro</b> Executive Director, Market Research Department, Sberbank of Russia  <b>Yulia Nikolaeva</b>	How new technological solutions help address traditional research goals

		Head of Brand & Communication, Kantar TNS Russia;	
14:20-14:40	Photo	<b>Anton Platonov</b> , Strategic Analytics Director, Zenith  <b>Elena Stolova</b> , Marketing Director, Electrolux	Actual consumer behavior and digital optimization: how to find all black cats in a dark room
14:40-15:00	Photo	<b>Igor Oganesyan</b> , Product lead Mail.ru  <b>Alexander Shashkin</b> , CEO Online Market Intelligence  <b>Yulia Udovenko</b> , Business Transformation Director Publicis Media	DATA DRIVEN PANEL
15:00-15:20	Photo	<b>Maria Filina</b> , lead expert Yandex  <b>Andrey Korykhov</b> , client innovation lead Publicis Media	Outdoor ad campaign efficiency
15:20-15:40	Photo	<b>Anastasia Shchepanyuk</b> , Head of Market Research, MegaFon  <b>Marina Ovchinnikova</b> , Head of Innovation, Salt	Keeping abreast: an innovative approach to the introduction of consumer trends in business development, or which data on trends is really useful for businesses and which is just entertainment?
15:40-16:00	Photo	<b>Irina Nikonorova</b> , Head of Research and Customer Service, Globus  <b>Galina Glukhova</b> , Customer Service Development Manager, Globus  <b>Roman Ogloblin</b> , Research Director, ISRAS	Ongoing online community, or How to make a shopper part of the team?
16:00-16:20	Photo	<b>Maria Platonova</b> , Head of Qualitative Research, Kantar TNS Russia  <b>Galina Yevlanova</b> , Head of Market Research, MTS	Level up your research: how to efficiently adapt traditional qualitative methods for studying millennials
16:20-16:40	Photo	<b>Vladimir Zhuravlev</b> , Head of Research Projects, Mail.Ru Group ( <a href="mailto:Research@Mail.Ru">Research@Mail.Ru</a> )  <b>Olga Mikhailova</b> , Research Director, ResearchMe	BigData from "beginners"
16:40-17:00	Photo	<b>Pavel Sokolov</b> , Director of Bojole Research Department	Predicting the FMCG discounts effect, from consumer feedback to strategy
17:00-17:20	Photo	<b>Artem Tinchurin</b> , founder of Tiburon  <b>Pavel Shchegolev</b> , co-founder of the Fastuna project	Automate it! Research practice and prospects in AGILE teams
17:20-17:40	Photo	<b>Anton Morin</b> , Head of Strategic Insights PepsiCo	Customer – Agency interaction: deconstruction and fine-tuning of the perfect process
17:40-18:00	Photo	<b>Anna Uvarova</b> , Managing Director of Ipsos Loyalty in Russia, Ipsos Comcon	From Big Data to Smart Data

		<p><b>Anna Romanova</b>, Manager Market Research &amp; Cons. Insights, Reduced Risk Products, Philip Morris</p> <p><b>Elena Zavyalova</b>, Manager Reduced Risk Products Research, Philip Morris</p>	
18:00-18:20	Photo	<b>Svetlana Olshanskaya</b> , Customer Relations Director, Smartberry	Conducting research in a multicultural audience: Research techniques and insights identifying
18:20-18:40	Photo	<p><b>Margarita Ryabtseva</b>, Market Research Manager, Yandex.Market</p> <p><b>Anastasia Kozlovskaya</b>, Aquarelle Research CEO</p>	New markets - proven tools. Optimization of Yandex.Market products
18:40-19:00	Photo	<b>Vasily Cherny</b> , Commercial Director, Brand Analytics	Social media analytics in response to brands' main challenges
19:00-19:15		Awarding in nominations	
19:15-20:00		STANDING BUFFET	

## Special Interest Agenda

### Second Hall

10:15-12:00	<b>Usability Research: Best Case Studies</b>		
	Photo	<b>Yulia Poletaeva</b> , UX researcher, SKB Kontur  <b>Maria Chusovitina</b> , UX researcher, SKB Kontur	Professional transformation of sociologist into UX researcher
	Photo	<b>Magomed Yandiyev</b> , Head of research, Octoberberry	Research and businesses: How to find common ground
	Photo	<b>Maria Krutko</b> , UX researcher, Avito	How we train non-researchers to conduct research
	Photo	<b>Viktoriya Korzhenevskaya</b> , Senior Consultant, IBM  <b>Anastasia Kim</b> , Senior Consultant, IBM	Identifying needs and generating new product ideas for business customers
	Photo	<b>Valeria Kurmak</b> , UX lead analyst at Design Center, Sberbank-Technologies	Why and how to conduct research of users with disabilities
12:00-13:00	<b>Software for market research</b>		
	Photo	<b>Maxim Akulshin</b> , CEO, Information and Communications Systems LLC	Trends in the development of research methods and their technical support
	Photo	<b>Mikhail Krymsky</b> , Director, Great Company LLC	Paperless thinking in surveys
	Photo	<b>Sergey Nekrasov</b> , New Product Development Director, Online Market Intelligence	EnjoySurvey: Modern solution for online surveys and online sampling
13:00-13:15	BREAK		
13:15-15:15	<b>Roundtable discussion: Research Data Mining in advertising</b>		
	Photo	Moderators: <b>Maria Georgievskaya</b> , AdIndex <b>Alexey Gertsik</b> , Media Director, Nectarin Agency	
	Photo	<b>Mikhail Odinokov</b> , Research & Data Science Director, ADV Lab	
	Photo	<b>Vasily Gorev</b> , Head of Trading Department AMNET, Dentsu Aegis Network Russia	
	Photo	<b>Alexey Smirnov</b> , Head of Annalect, OMD Optimum Media	
	Photo	<b>Inessa Ishunkina</b> , Internet Research Director, Mediascope	
	Photo	<b>Rimantas Reimontas</b> , Ipsos Connect Managing Director, Ipsos Comcon	
	Photo	<b>Nadezhda Zhukovskaya</b> , PR director, Mediologia	
15:15-16:30	<b>Research behind the scenes: Methodology issues</b>		
	Photo	15:15 <b>Svetlana Olshanskaya</b> , Customer Relations Director, Smartberry	Conducting research in a multicultural audience: Research techniques and insights identifying
	Photo	15:30 <b>Olga Neshchadina</b> , Senior Consultant, MAGRAM MR	Application of the user stories method in areas not related to software development
	Photo	15:45 <b>Kirill Nepomnyashchy</b> , CEO, StreetBee	Ten myths about crowdsourcing in research
	Photo	16:00 <b>Anastasia Cherkashina</b> , Head of Qualitative Research, AMM Marketing	Market Research Trends: Tendencies, Prospects

	Photo	16:15 <b>Svetlana Miroshnikova</b> , Customer Relations Director, Belofon Research Call-center	How to use telephone recruitment in combination with other survey methods
16:30 – 18:30	Discussion Club " <b>Pharmaceutical Industry: Opening New Horizons</b> " Moderator:		
	Photo	<b>Irina Skvortsova</b> , Market Research Manager, Sanofi (Moscow)	
	Participants:		
	Photo	<b>Oleg Feldman</b> Managing Director, Ipsos Healthcare	The logic of building target audiences: Human-Centered Approach in modern research. Understanding the industry through human understanding
	Photo	<b>Elena Mosicheva</b> , CEO, MarketSense Research Company	Mobilization of insights: online technology in qualitative research of medicine and healthcare
	Photo	<b>Fatima Borlakova</b> , Senior Brand Manager, Abbott	The "marketing + market research" tandem - from theory to real practice
	Photo	<b>Marina Shepotinenko</b> , Business Development Director, GFK	The future of market research in healthcare (results of the foresight session)