

Worlds Top Market And Opinion Researchers Meet at Esomars 61st Congress

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2008

The world's top marketing, advertising and opinion researchers will gather for the ESOMAR annual Congress in Montreal September 22 to 25 under the theme FRONTIERS

Over 1,000 delegates from 60 countries will attend for a global programme with more than 100 speakers from 20 countries.

ESOMAR, the global leader in this field, is the World Organization for Opinion and Marketing Research Professionals and Congress is their flagship event.

With knowledge, creativity and experimentation, the Congress will explore how research pioneers a new business and societal paradigm, sets the trends and responds with new and better solutions. It will challenge the status quo, focusing on everything that is cutting edge, innovative, creative, and business unusual.

“Year after year, the ESOMAR Congress is the place to be to get the best overview of market and opinion research and direction for the future,” said V ronique Jeannin, Director General of ESOMAR. “Next September, in Montreal, a congress with a dual personality, blending its European roots and North American modernity with our passion for the future, we look forward to bringing together the world's leading professionals, who are committed to the best that the Market Research industry has to offer across the world. We believe Congress 2008 holds an exciting journey to explore new terrain and uncharted frontiers.”

Guillermo Oliveto, Programme Committee Chair and General Manager, CCR Group/IRI, Argentina said; “As researchers we ask ourselves, what are the frontiers in our thinking process, in our tools, our approach to a problem, our natural curiosity, in our relationship with clients and in our social responsibility?”

The programme this year challenges our mental frames, opens us up to new perspectives, explores new paths, connects with new disciplines, integrates “contradictory” methodologies, and expands our vision. This is the spirit that inspired us on selecting contributions and putting the programme together.”

This year's Congress will also feature the launch of Research World, a newly developed magazine for marketing intelligence and decision making; and advance the “Future Talent meets the Industry Initiative” to North America, whereby students from local universities in the USA and Canada will be introduced through the Congress to the world of market research before they decide what area of marketing to specialize in.

The five Congress keynote speakers will be:

Kate Adie author, broadcaster and former BBC Chief News Correspondent, on crossing and working on Frontiers looking at parallels between market research and journalism;

Hernando de Soto, President of the ILD (Institute for Liberty and Democracy) headquartered in Lima, considered by the Economist as one of the two most important think tanks in the world, on the “knowing powers” required to conceptually model the world and nail down identities, information, and contracts across the globe;

Grant McCracken, leading anthropologist and author of numerous publications, who will share his ideas on Transformation - a new way of looking at individuals' motivation and buying behaviour;

Richard Eisermann, designer and strategist, who will also discuss Transformation from a design perspective and how it affects the dynamic consumer in our contemporary society;

Alan C. Middleton, former VP Worldwide for J. Walter Thompson and teacher at York University (Toronto), who will focus on frontiers in branding, building on some of the insights from the book Ikonica “a Fieldguide to Canada's Brandscape, which he co-authored.

ABOUT ESOMAR

ESOMAR is the world organization for enabling better research into markets, consumers and societies. With 5,000 members in 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real

issues and bringing about effective decision-making. For more information on ESOMAR, please visit www.esomar.org.
For more information on the Congress and to register, go to www.esomar.org/web/2008-congress

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