

Mobile Research Conference line up announced

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Dr Liz Nelson to Keynote

London 8th December 2008

The organizing committee of the Mobile Research Conference is delighted to announce that Dr Liz Nelson, Chairman of Q Research, will provide a keynote speech at the event in London next February. Liz will be discussing the potential of mobile research and implications for industry standards.

In the market research industry the name of Dr Liz Nelson is legendary. As founder and chairman of Taylor Nelson Sofres she helped develop the market research principles that have formed the foundation of today's industry. TNS plc was the second largest market research company in the world at the time of its recent acquisition by WPP.

Liz currently chairs Q Research, a new UK market research company that is pioneering online surveys via mobile phones to understand the attitudes and opinions of young people. She also serves on the Disciplinary Board of the Market Research Society and is a member of the YouGovStone advisory board. Liz is a Gold Medallist of the Market Research Society.

Tim Macer, founder of Meaning Ltd, a consultancy specializing in research technology will be speaking on mobile technology in research. With over 25 years experience as a research technology practitioner, Tim is respected internationally as an independent and authoritative observer and advocate for the application of software and informatics in the field of survey research. He is Visiting Senior Fellow at the University of Southampton in marketing analytics and is a widely published on the subject.

The conference is hosted by Globalpark, a leading provider of online feedback software and mobile research technology. Delegates will discuss the opportunities and challenges presented by the evolution of the mobile as a research platform. Over a day and a half they will hear the experiences, perspectives and techniques of market researchers from both corporate and academic backgrounds.

Scientific and academic pioneers of this emerging research approach will also be participating, including Prof Dr Michael Bosnjak of the Free University of Bozen-Bolzano, Prof Dr Marek Fuchs of The University of Kassel, and Vasja Vehovar of The University of Ljubljana. We are delighted to have speakers from leading global market research companies including Ipsos, Lightspeed Research, Common Knowledge, The 3rd Degree, The Nielsen Company and TNS Gallup.

The programme for Mobile Research Conference 2009 will address topics including:

The potential for mobile research and implications for the future

Mobile technology in research

Applications of mobile research including ethnography

Mobile and online research – perfect partners?

Using mobile research to get to the heart of branding and marketing effectiveness

Doing surveys where it matters - the GPS-age and privacy

The role of industry standards.

Delegates registering before 31 December 2008 will save 25% on the standard delegate fee. For further details go to www.mobileresearch09.com

About Globalpark

Globalpark, headquartered near Cologne and with offices in London, New York and Vienna, is one of the leading international suppliers of online feedback software for market research, human resources, marketing and customer-relations management. Within the German-speaking world, Globalpark is market leader in these fields. More than 1,000 satisfied clients worldwide use Globalpark software. Over 350 of these clients are international groups, leading market research institutes and consulting firms. Globalpark's customers include renowned companies such as Continental, Daimler, Deutsche Lufthansa, Deutsche Telekom, the GfK Group, Siemens, Warner Music and Wrigley. Please visit www.globalpark.co.uk for more information.