

Google, Kantar, Ipsos & Mobile Marketing Association Confirmed For Mobile Research Conference 2010

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The organizing committee of the Mobile Research Conference (www.mobileresearchconference.com) is delighted to announce the final line-up of prestigious keynote speakers for next year's event on 8-9th March in London.

Hosted by Globalpark, a leading provider of panel, community and survey software, the conference is the must-attend event for anyone interested in understanding this emerging research platform.

The unique combination of end-client, agency and academic speakers will present, discuss and debate the key issues in mobile research.

Leading figures from the market research industry include Dr Liz Nelson of Fly Research, Guy Rolfe of Kantar and Richard Windle of Ipsos MediaCT Worldwide.

Case studies showcasing how mobile research can be used will be presented by Fiona Blades of Mesh Planning and Sabine Stork of Think Tank.

The Programme Committee is delighted to announce that Mario Callegaro Ph. D., Survey Research Scientist at Google will share his thoughts on mobile research and participate in one of two panel debates at the event.

The Mobile Research Conference is pleased to have the support of the Mobile Marketing Association (MMA), with Paul Berney, Managing Director for Europe kicking off the event with key data and insight on the growth of the mobile channel.

The programme provides the opportunity to hear the research and opinions of respected academics including Professor Mick Couper of the University of Michigan, Professor Nicola Döring of Ilmenau University of Technology and Marek Fuchs Associate Professor at the University of Kassel, Germany.

Dr Liz Nelson, founder of Taylor Nelson and pioneer of mobile research spoke at the conference in 2009 and is excited about participating again next year. "What delights me most about the event is the chance to hear both commercial and academic perspectives on this emerging technique and to discuss the opportunities and challenges it presents with the best brains in the industry. I jumped at the chance to participate in 2010."

"The proliferation of mobile devices - more than half of the world's population now own a mobile phone - has meant that the mobile channel has become an extremely effective and direct way for companies worldwide to reach and engage with consumers," said Paul Berney, MMA Managing Director for Europe.

"The personal, targeted and always on, always available nature of the mobile handset makes it an ideal means of conducting research, particularly for those in the mobile marketing space as they seek to tailor campaigns to the individual."

You can see the full speaker line-up here: <http://www.mobileresearchconference.com/index.php/page/the-schedule>

Delegates registering by 15th January 2010 will save 25% on the standard delegate fee.
<http://www.mobileresearchconference.com/index.php/registration>

We've added some sponsorship packages " you can see more here:
<http://www.mobileresearchconference.com/index.php/page/promotion>

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About Globalpark

Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behaviour of customers, employees and partners, they gain insights that drive better business decisions.

By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria.

For more information, visit www.globalpark.com

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