

Globalpark Announces Final Speaker Line-up Mobile Research Conference 2011

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The Mobile Research Conference Programme Committee is proud to announce the final speaker line-up for MRC 2011 on 18-19 April 2011 in central London.

Paul Berney, Mobile Marketing Association CMO and Managing Director (EMEA), and Peter Lynn, Professor of Survey Methodology at the University of Essex, join the already announced Dr Nathan Eagle of txteagle and Bruce Hoang of Orange Advertising Network as keynote speakers.

Paul Berney will reveal the different trends in mobile marketing and what they mean for mobile market research, while Peter Lynn will provide practical guidance on how to demonstrate the advantages of quality mobile research to clients.

The rest of the two-day programme will share experiences and debate best practices. Case studies from brands including BSkyB and HELLO! Magazine will showcase how they've leveraged mobile phones to engage individuals and capture more immediate, in-the-moment feedback to build brand and insights.

Other hot mobile research topics including mobile internet audience measurement, using voice recognition for open-ended mobile surveys, applying location analytics, and integrating mobile and social media to ensure utmost convenience for respondents.

Speakers tackling these burning issues through presentations and panel discussions include AJ Johnson of Ipsos, Tiphaine Goisbeault of Médiamétrie, Guy Rolfe of Kantar, Nicole Bensky and Justin Bailey of The Nielsen Company, Dr Michael Bosnjak of Free University of Bozen-Bolzano, Karin Rothstock of Tomorrow Focus, Sean Con

Brown and Thaddeus Fulford-Jones of Locately. Sessions will be chaired by Dr Liz Nelson, Chair of the MRC Committee, and Tim Macer, Managing Director of Meaning Ltd.

Dr Nelson, Chair of the Programme Committee told us:

“It's with great pleasure that I announce the final programme for Globalpark's Mobile Research Conference 2011. MRC offers us some practical and wondrous research solutions. The conference line up will discuss these and best practice without shying away from looking at the challenges.”

To view the full programme, visit <http://www.mobileresearchconference.com/index.php/page/the-schedule>

About Globalpark

For further information, please visit www.globalpark.com

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