

MRS announces annual conference programme

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The Market Research Society (MRS) has announced the programme for IMPACT 2015, which is based on the theme “consumer understanding in an uncertain world”™. An impressive speaker line-up will probe the key ideas challenging consumers, commerce and society, as the two day conference showcases the very best in research, data and business understanding.

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With all insight, context remains key. General Sir Richard Shirreff, ex-Deputy Supreme Allied Commander of NATO, will outline the shifting international landscape; while the poll of pollsters, chaired by Deborah Mattinson, is perfectly poised to take stock of political polling in the UK ahead of the general election. In the wake of the Scottish referendum and the emergence of UKIP as a force to be reckoned with, the debate will provide a timely review of how the electorate’s™ views and values are captured.

But simply capturing the data is not enough “ researchers are required to find increasingly unique ways of presenting their findings. Sebastian Faulks, author of modern day classic “Birdsong”™ will explore the nuances of masterful story-telling, while artist and designer Brendan Dawes will discuss the lessons learned from developing his data-driven apps.

The all-important client perspective will be provided by a candid interview with Paul Polman, CEO of Unilever. A client panel, led by editor of Research-live.com and Impact magazine Jane Bainbridge, will contribute further to the debate, as key decision makers propose their view on the sector, and perhaps most crucially, what informs their budget allocation.

Jane Frost CBE, MRS’s™ Chief Executive said: “Drawing from the world of industry, politics, art and literature, the key note speakers at IMPACT 2015 reflect the broad range of sectors with a vested interest in rigorous research.

“As businesses grapple with shifting markets and stuttering economies, the need for clarity and tenacity in listening to and focusing on the consumer has never been greater. The stellar line-up of speakers at MRS IMPACT 2015 will provide a platform for cross-sector knowledge sharing that will go some way to achieving it.”

The full conference programme can be accessed at www.mrsannualconference.com . The event takes place at the Grange Tower Bridge Hotel on 17 and 18 March 2015.