

MRS Announces Annual Conference Programme

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The Market Research Society (MRS) has announced the programme for IMPACT 2016, which is based on the theme of ‘curiosity, insight and revolution’™. As MRS celebrates its 70th year, an impressive speaker line-up will demonstrate the capacity of the market research industry to deliver insight that inspires change.

Bill Bryson, international best-selling author, will explore popular ethnography, the power of observation and the joys and challenges of negotiating the curious mind. The human fascination with facts and figures will be explored by Richard Osman, producer and co-presenter of *Pointless* as he considers trivia, viewing habits and the secret to audience engagement while Professor David Spiegelhalter, Professor of Risk at Cambridge University unravels the exaggerations, misdirection and downright lies that surround sex in modern society.

The all-important client perspective will be provided by Stan Sthanunathan, senior vice president of consumer & market insights at Unilever and Gavin Paterson, chief executive of the BT Group. The experts will provide a view on reacting to technological change, shifting consumer demand and the ever-growing need for more incisive and actionable insight, while a panel of big brands chaired by Alison Camps, deputy chairman of Quadrangle, will examine how insight creates effective commercial change on the frontline.

A panel of researchers chaired by Sinead Jefferies, director at Chime Insight and Engagement, will examine the profound impact that working to transform businesses can have on the agents of change themselves, while Rabbi Baroness Julia Neuberger DBE, senior rabbi at the West London Synagogue, will grapple with the big questions of whether business can ever be ‘good’™ and how we can effect meaningful and moral change in society.

Jane Frost CBE, MRS™ Chief Executive, said: ‘IMPACT 2016 sees us celebrate our 70th year with speakers drawn from across industry, politics, art and literature. Their stories are rich and varied, united by the common threads of curiosity, insight and revolution and the power to drive commercial and social change.

‘MRS IMPACT 2016 is packed with examples of how insight can spark revolution, from overhauling boardroom strategy to tackling social injustice. The stellar line-up of speakers provides a platform for cross-sector knowledge sharing which combines the very best in big ideas, inspiring strategy and practical guidance.’

The full conference programme can be accessed at www.mrsannualconference.com. The event takes place at the Grange Tower Bridge Hotel on 15 and 16 March 2016.