

# 59th ESOMAR Annual Congress

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The world's largest annual meeting for professionals in research, marketing, and advertising, representing over 60 different countries, will be held in London this year. Over three days, more than 1000 specialists will meet to discuss the latest innovations in the sector and a professional trade fair will bring together more than 60 exhibitors from around the world.

ESOMAR's aim is to serve the global market research industry and to support the industry in its aim to help organisations make the right decisions. Our industry has a vital role to play in ensuring that these decisions can be taken based on objective, reliable data and insight," said Vronique Jeannin, ESOMAR's Director General.

This year the Congress focuses on the use of research to predict how markets and consumers will behave and develop. Drawing speakers from over 20 countries, the 2006 ESOMAR Annual Congress will explore a wide variety of topics along the theme of foresight, such as trends, innovation, modelling, imagination, curiosity and creativity:

- Predicting and identifying trends in markets, technology and demographics
- Defining opportunities, understanding choices and reducing risk
- Leading-edge techniques like ethnography, semiotics, neuromarketing and archaeology as a research approach
- Insights into the problems of researching in more difficult territories: Afghanistan, Kazakhstan and Iraq
- Developing successful new concepts, business and services
- Case studies from P&G, Unilever, Deutsche Telekom, EDF, Gillette, Egg, Adidas, Kraft, UBS, BMW, Motorola, Coca Cola, Philips
- as well as several discussion sessions, masterclasses and debates.

Keynote speakers who have seen the concept of progressive research delivering business results include ex Financial Times journalist, author and think tank contributor Charles Leadbeater and entrepreneur Sahar Hashemi, who co-founded Coffee Republic and is recognised as one of the 20 most powerful women in Britain (Independent on Sunday).

For further information on the Annual Congress 2006, please go to ESOMAR website: [www.esomar.org](http://www.esomar.org)