



PRC at a Glance

WEDNESDAY

	TIME	TITLE	SPEAKER	PRC	ROOM
BUSINESS	12:30 - 1:45 p.m.	A New Paradigm for Developing and Implementing Brand Positioning Strategy	Sanjay Rao, Ph.D., Charles River Associates	1.25	Beacon Hill Complex
		Challenges and Opportunities in a New Era of Corporate Marketing Research	Dan Womack, PRC, Aflac Worldwide	1.25	Back Bay Complex
	2 - 3:15 p.m.	END USER CLOSED SESSION		1.25	
			The Perils of Benchmarking: When to Use and Not Use Benchmarks for Decision Making	John Martin, Ph.D., Chadwick Martin Bailey	1.25
LEGAL	12:30 pm - 1:45 p.m.	Damage Control for Bad Legal Decisions: Part One	LaToya Lang, MRA	1.25	Amphitheater
	2 - 3:15 p.m.	Damage Control for Bad Legal Decisions: Part Two	LaToya Lang, MRA	1.25	Amphitheater
RESEARCH	12:30 pm - 1:45 p.m.	The Digital Research Renaissance	Steve Alexander, Serendio & Michalis Michael, MASMI	1.25	Waterfront Ballroom 1
	2 - 3:15 p.m.	From Buzz to Biz: Social Media Research for Results	Annie Pettit, Conversation Strategies	1.25	Waterfront Ballroom 1
	4 - 5:00 p.m.	Keynote: Market Research in the Groundswell	Josh Bernoff, Forrester Research	1	Cityview Ballroom 1 & 2

THURSDAY

BUSINESS	9 - 10 a.m.	General Session: McDonald's: Leading with Ethnic Insights	Adenia Cooper, McDonald's Corporation	1	Cityview Ballroom 1 & 2
	1:45 - 3 p.m.	Eyes Wide Open, Wallet Half Shut	Graceann Bennett, Ogilvy; Mather Chicago & Manila Austin, Ph.D., Communiscap Corporation	1.25	Waterfront Ballroom 1
		Key Opinion Leader (KOL) Engagement	Paula Cooper, Hill-Rom	1.25	Waterfront Ballroom 3
	3:45 - 5 p.m.	Beginning the Retail Conversation: Integrated Marketing: Measuring Engagement and Resulting ROI	Karen Tilson, Liz Claiborne, Inc. & Robert Passikoff, Brand Keys	1.25	Waterfront Ballroom 3
RESEARCH	11 a.m. - 12:15 p.m.	Incorporating Consumer Conversations into the Research Playbook	Jan Trent, Wendy's International	1.25	Beacon Hill Complex
		Digital, Social Moms: Using Social Media to Increase Respondent Engagement and Decrease Recruiting Costs for the MomConnection® Research Community	Cheryl Stemberg, The Parenting Group; Leslie Rimmer & Dan Weistein, RSG	1.25	Waterfront Ballroom 1
		In Defense of Marketing: The Peacock's Plume and Dancing Birds of Paradise	Aaron Reid, Ph.D., Sentient Decision Science	1.25	Amphitheater
		The Guardian Life Index: What Matters Most to America's Small Business Owners	John Krubski, Research Advisor, The Guardian Life Small Business Research Institute	1.25	Waterfront Ballroom 3
	1:45 - 3 p.m.	Insights Leading to Strategy	Carie McAuliffe, Reebok	1.25	Beacon Hill Complex
		Research Success: Tactics for Making Sure Internal Clients will Actually use the Research Results!	Kathryn Korostoff, Research Rockstar	1.25	Amphitheater
	3:45 - 5 p.m.	On the Fast Track, Brand Introductions Using Hybrid Research Techniques	Perry Brown, Terlato Wines International; Melinda Wooten & Sigal Kremer, KW Strategems	1.25	Beacon Hill Complex
		A Qualitative Facelift: SNL and Via: An Exploratory Case Study Taking You Headfirst into Experiencing Tools and Methods You can Implement Now!	Benjamin Smithee, Spych Market Analytics; Tamara Kenworthy, PRC, PCM, On Point Strategies; Jewel Seperson, Ipsos ASI; Susan Saurage-Altenloh, PRC, Saurage Research, Inc. & Jim Longo, PRC, VP, Itracks International, Inc	1.25	Waterfront Ballroom 1
	Recent Findings on Using Rich Media in Online Surveys	Bernie Malinoff, element54 & Jeffrey Henning, PRC, Vovici	1.25	Amphitheater	

FRIDAY

BUSINESS	10:45 a.m. - Noon	Global Truths and Local Actions: Brand Positioning and Tracking in Developing Markets	Judith Franciotti, Wyeth Nutrition & Melanie Appleby, Nunwood	1.25	Beacon Hill Complex
		Wowing the Customer: What Matters Most	Melissa VanRyzin & Kristine K. Burnaska, Abt SRBI	1.25	Waterfront Ballroom 3
RESEARCH	10:45 a.m. - 12:00 p.m.	Qualitative Trends and Innovations Views from the Inside Track, An Interactive Panel Discussion	George Sloan, Customer Strategy Consulting; Rick Seale, PRC, Shugoll Research; Diane Trotta, Trotta Associates & Jim Bryson, 20/20 Research	1.25	Amphitheater