



Thursday 25th May 2023, The Oval, London

08:30	Breakfast and Registration
09:30	Welcome and opening comments <i>James (JT) Turner, Founder & CEO, Delineate</i>
09:35	Keynote – Joining forces to fight fraud and boost data quality <i>Melanie Courtright, CEO, The Insights Association and Debrah Harding, Managing Director, The Market Research Society</i>
10:00	The history of quality and disasters in Research, UX, and CX <i>Ray Poynter, ESOMAR</i>
10:30	Ghost busting and fraud stopping: How server-2-server API security eliminates survey fraud <i>Oscar Carlsson, Chief Innovation Officer, Cint</i>
11:00	Morning Refreshments Break
11:30	Beating the fraudsters, bots and ‘bull\$h@t data’ <i>Louise Horner, Acacia Avenue and Dr Nick Baker, Savanta</i>
12:00	Panel Discussion: Identity Matters <i>Chaired by AJ Johnson, ASC Board Member</i> <i>With Sarah Ramanauskas, Gambling Integrity, Shifra Cook, Ayda, and Debrah Harding, MRS</i>
13:00	Lunch Break
14:00	Call it cynicism, but what are we doing to our respondents and how much can we do (much) better? <i>Arno Hummerston, Amplify MR</i>
14:30	A Novel Approach to Identifying Poor Quality Survey Respondents <i>Dean Tindall and Brian McEwan, Sawtooth Software</i>
15:00	Face-to-Face Quality – its relevance, processes and technology in the digital world <i>Rafal Gajdamowicz, Azure Knowledge</i>
15:30	Afternoon Refreshments Break
16:00	Where do we go from here? A review of the issues surrounding data quality, potential solutions and collective actions for the research industry <i>Jon Puleston, Vice President Innovation, Kantar Profiles</i>
16:30	Panel Discussion: The Way Ahead <i>Chaired by Rebecca Cole, Managing Director, Cobalt Sky, ASC Board Member</i> <i>With Melanie Courtright, Insights Association, Stephen Hughes, PureSpectrum and Judith Passingham, ESOMAR</i>
17:15	Conclusion <i>James (JT) Turner, Founder & CEO, Delineate</i>
17:30	Drinks at the Bar

Full details

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ASC November Conference

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