



asc

ASC International
Conference 2024

Royal Holloway,
University of London

19 & 20 June

Advance Conference Programme*

Day 1 | Wednesday 19 June

08:45	Registration and refreshments in the Shilling Building Foyer	
09:30	Opening plenary Keynote address – Steve Phillips, CEO Zappi Global Connections, local power: How PepsiCo digitalized its insights	
	Stream 1	Stream 2
10:30	Competing Agendas: What "good" looks like at different stages of the research process Niall Smith, Sketchbook Every Library Deserves a Librarian: bringing digital archives to life with AI & vector databases Jim Whaley and Erik Larsen, Ovation MR	Evaluating verbatims with Large Language Models Orkan Dolay, Bilendi It's Ragtime! With apologies to Scott Joplin. Andrew Jeavons, Signoi Ltd
11:30	Refreshments	
12:00	AI Meets Alpha: Crafting Kid-Centric AI Research. Rich Owen, The Pineapple Lounge Generating reliable synthetic data: How challenges can be addressed with improved survey design Jon Puleston, Kantar	The Digital Arms Race: How Technology Empowers Fraud in Research Eva Wittman & Cecile Carre, Ipsos Online Data Quality – Are we asking the right questions? Chris Stevens and Debrah Harding, MRS
13:00	Lunch	
14:00	Humans and AIs: assembling the best team Dani Cunill, Bilendi & Respondi "But We've Always Done It This Way" Dean Crawley, Legends International	Workshop Co-Creating a Higher Standard of Participant Experience Paul Hudson, FlexMR
15:00	Refreshments	
15:30	Panel Permission to fail: Supporting innovation in research Chaired by Niall Smith, Sketchbook	Participant Problems? It's Us, We're the Problem, It's Us Shifra Cook, Ayda How to make survey rewards meaningful and engagingful Frank Kelly, Virtual Incentives
16:30	Keynote address Emily Bushby, Deputy CEO, Nesta – Transforming society through data Closing remarks from the Conference co-chair	
17:30	Free time	
18:30	Drinks reception on the North Quad Lawn, Founder's Building followed by	
19:30	Banquet Dinner in the Picture Gallery	



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Day 2 | Thursday 20 June

09:00	Keynote address Frank Buckler, Founder, CEO and Author, Success Drivers Think Causal not Casual	
10:00	Stream 1 Human-led AI can save Market Research Ronan Dowling Cullen, Bounce Insights Differentiation Engines: Activating Creativity Through AI David Wright, Hello Ara	Stream 2 So FAR, Sooo Good – how Conversational AI delivers fun, anonymity and relevance to improve engagement and data quality Phil Sutcliffe, Nexxt Intelligence Unlocking Insights through Conversations Liraz Margalit, Topicx
11:00	Refreshments	
11:30	Practical, real-world advice on aligning your insights and analytics functions Bethan Blakeley, Boxclever / MRS ADA Group The art of emotive architecture Miroslav Naskov, Mind Design, Dom World	Workshop Enabling survey data super powers: How to build a data warehouse with survey data Andrew LeBreuilly, Arrowstream and ASC
12:30	Lunch	
13:30	Keynote address Colin Strong, Head of Behavioural Science, Ipsos Conversations without code: the case for questions and answers with humans	
14:15	Persona Grata: can AI Personas help accelerate R&D? Alexandra Kuzmina, MMR Research Worldwide	Workshop Co-creating a manifesto for interoperability John McConnell Analytical People and Tim Macer, ASC
14:45	Refreshments	
15:15	Panel Infinite transformation... and beyond Chaired by AJ Johnson, Mediaprobe and ASC	
16:15	Concluding remarks from the Conference Chairs	
16:30	Depart	

Tickets and residential packages now on sale: visit ascconference.org to book

*Programme may be subject to change—check ASC website at ascconference.org for latest info