



asc

ASC International
Conference 2024

Royal Holloway,
University of London

19 & 20 June

Conference Agenda

Day 1 | Wednesday 19 June

08:45	Registration and refreshments in the Shilling Building Foyer	
09:30	Opening session Keynote address – Steve Phillips, CEO Zappi Global Connections, local power: How PepsiCo digitalized its insights	
	Stream A	Stream B
10:30	A1 Persona Grata: can AI Personas help accelerate R&D? Alexandra Kuzmina, MMR Research A2 Every Library Deserves a Librarian: bringing digital archives to life with AI & vector databases Jim Whaley and Erik Larsen, Ovation MR	B1 Evaluating verbatims with Large Language Models Orkan Dolay, Bilendi B2. Flexible and Dynamic Automated reporting done right! Benjamin Rietti , E-Tabs and Susan Collicott, Escalent
11:30	Refreshments	
12:00	A3 AI Meets Alpha: Crafting Kid-Centric AI Research. Rich Owen, The Pineapple Lounge A4 Generating reliable synthetic data: How challenges can be addressed with improved survey design Jon Puleston, Kantar	B3 The Digital Arms Race: How Technology Empowers Fraud in Research Eva Wittman, Ipsos B4 Online Data Quality – Are we asking the right questions? Chris Stevens and Debrah Harding, MRS
13:00	Lunch	
14:00	A5 Humans and AIs: assembling the best team Dani Cunill, Bilendi & Respondi A6 "But We've Always Done It This Way" Dean Crawley, Legends International	B5 Workshop Co-Creating a Higher Standard of Participant Experience Paul Hudson, FlexMR
15:00	Refreshments	
15:30	A7 Panel Permission to fail: Supporting innovation in research Chaired by Niall Smith, Sketchbook	B6 Participant Problems? It's Us, We're the Problem, It's Us Shifra Cook, Ayda B7 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	
	Stream 1	Stream 2
10:00	A8 Human-led AI can save Market Research Ronan Dowling Cullen, Bounce Insights A9 Differentiation Engines: Activating Creativity Through AI David Wright, Hello Ara	B8 So FAR, Sooo Good – how Conversational AI delivers fun, anonymity and relevance to improve engagement and data quality Phil Sutcliffe, Nexxt Intelligence B9 It's Ragtime! With apologies to Scott Joplin. Andrew Jeavons, Signoi Ltd
11:00	Refreshments	
11:30	A10 Practical, real-world advice on aligning your insights and analytics functions Bethan Blakeley, Boxclever / MRS ADA Group A11 The art of emotive architecture Miroslav Naskov, Mind Design, Dom World	B10 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	A12 Competing Agendas: What "good" looks like at different stages of the research process Niall Smith, Sketchbook	B11 Workshop Co-creating a manifesto for interoperability John McConnell Analytical People and Tim Macer, ASC
14:45	Refreshments	
15:15	Panel Transformation: What does the future hold? Chaired by AJ Johnson, Mediaprobe and ASC	
16:15	Concluding remarks from the Conference Chairs	
16:30	Depart	