



ASC Conference 2026 | The Oval, London

21 May 2026

Programme

08:30	Registration and Refreshments
09:10	Welcome and Introduction from the Conference Chairs
09:25	Market Research: Turning Data Chaos into Managed Change – Phyllis Macfarlane, AMSR
09:45	Fit for Change: Competing on Decision Confidence – Paul Griffiths, Client Advocates
10:15	Getting Unstuck: Thriving When Change Feels Uncomfortable – Samantha Kiani, Inspired.world
11:00	Refreshments
11:30	Symbiosis at Work: Humans and AI can Grow Better Teams Together – Zsolt Kiss, o-x.ai
12:00	AI isn't the hard part, humans are! Designing cultural change for AI adoption in qualitative research – Tara Prabhaker, Kantar
12:30	Research Technologists Hall of Fame – Announcing the first inductees
13:00	Lunch
14:00	Research Rumble: Where Ideas Go Head-to-Head – John McConnell, Analytical People and Andy Woods, RHUL
14:45	Static Online Surveys vs AI-Moderated Interviews: Controlled Evidence for Safer Change in Survey Practice – Matteo Cera and Veronica Valli, Glaut
15:15	Refreshments
15:45	Synthetic Data: Reality bites – Jon Puleston, Ipsos
16:15	More Designs, Same Standards: How Behavioural AI Keeps Pack Research Fit for a Generative World – Remi Denoyer, Behaviorally
16:45	Reflections from the Conference Chairs
17:00	Close



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Glaut — Principal event sponsor



Glaut is the agentic operating system (aOS) for experienced researchers – built to give quantitative work the depth of qualitative. The interview itself becomes a conversation: an AI moderator follows up on structured questions in real time, surfacing the why behind each answer and returning a dataset that looks like the one you'd hand a client today, only far deeper in verbatim signal. From there, an agentic layer carries the analysis that usually consumes most of the time – interpreting the brief, coding open-ends, building crosstabs, testing hypotheses across the data, drafting the report – with you editing every step.

Interoperability is built by design: Glaut plugs into the stack you already work in, with native integration with all survey software and import/export in all formats researchers use. Nothing the agents do is hidden: every move is auditable, editable, and gated by your approval, so the methodology you sign off on is the one that ships. We enforce data quality before, during, and after fieldwork through a dedicated ecosystem built for the scrutiny of serious quantitative work.

Glaut does the grunt work; the reasoning and the judgment stay with the researcher. Discover how it works at glaut.com.

Opinium – Associate Event Sponsor

At Opinium we often talk about the importance of great storytelling, sharp strategic thinking and delivering insights with impact. But none of that happens without the people in our team and our industry who make research actually work.



Operations professionals, technology partners, sample specialists and data quality experts sit at the heart of modern insights. They are the engine room of our sector. They are the reason research can move faster, scale globally, maintain confidence and continue evolving in an increasingly complex world.

As an agency, we see this every day. The more pressure there is for speed, agility and always-on insight, the more important operational excellence becomes. Great operations create the space for researchers and consultants to focus on the human parts of the process that matter most: framing the right business questions, interpreting nuance, telling compelling stories and helping clients make better decisions.

This year's ASC theme, "Fit for Change: Thriving in an evolving research landscape", could not feel more relevant. Our industry is changing quickly, but that change will only be successful if we continue investing in quality, collaboration, innovation and trust across the entire ecosystem.

To everyone attending ASC this year, thank you for what you bring to our sector. We're proud to support the conference, proud to support the community behind it, and wishing you all a fantastic conference full of ideas, connection and inspiration.

Delineate — Livestream and recording sponsor



Delineate is proud to sponsor the livestreaming of the ASC One Day Conference – helping industry professionals everywhere access practical advice to stay effective in a rapidly changing research landscape.

Brands are under increasing pressure: to move faster, demonstrate impact, integrate AI responsibly, and deliver confident recommendations without sacrificing quality. This year's ASC conference brings those challenges to the forefront, exploring how individuals, teams, and organizations can adapt to technological change, shifting client expectations, and new ways of working – while continuing to deliver robust, defensible insights.

At Delineate, we work with insight and marketing teams to help them understand consumers, track brand and campaign performance, and make better decisions in real-time. By combining high-quality data, rigorous research standards, and advanced analytics, we bring together research methods with cutting-edge technology to help brands grow.

By sponsoring the livestream, we are proud to help extend these conversations beyond the room, supporting a wider community of insight professionals as they navigate change, build capability, and shape the future of research.

<https://delineate.ai/>