

New Research



& Methodologies -What's the ROI?

Rapid social, technological, and economic changes, are changing the way market research is being conducted. We're probably seeing the beginning of the end of traditional marketing research methods. We'd seen the emergence and fast adoption of new research tools and methodologies such as social media tracking,

mobile research, neuroscience and market research online communities. Many companies have started to 'experiment' and used these tools. Has the excitement around these new methodologies resulted in greater consumer insights and better business decisions? Or has it been just another big marketing hype. We're here to discuss this...

Venue
Sime Darby
Convention Centre
Bukit Kiara
Kuala Lumpur



Date
18 June 2013
Tuesday



Time
9.30am
to
5.00pm

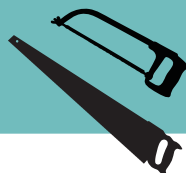


The Marketing Research Society Malaysia (MRSM) is proud to have its 2nd Annual Congress for marketing research & marketing professionals

This congress aims to

- Share the latest practices in marketing research
- Examine how the latest trends can add value to marketers in Malaysia
- Platform for participants to exchange ideas and opportunities in utilising latest practices
- Provide networking and business opportunities for participants

Time	Topic	Speaker
8.45 – 9.30	Registration	
9.30 – 9.35	Welcome & Introduction	Emcee
9.35 – 9.50	Welcoming Address	Barry Ooi – President, MRSM
9.50 – 10.25	The New Face of Marketing Research	Navonil Roy – General Manager Marketing Strategy, Maxis Bhd
10.25 – 11.00	Media Analytics & Consumer Buying Cycle	Kelly Choo – Co-founder, Brandtology Strategic Sales Director, iSentia
11.00 – 11.15	Morning Break	
11.15 – 11.50	Mobile Research	Stephen Jenke – Worldwide Head Data Collection, Kantar Operations Malaysia
11.50 – 12.25	Neuroscience in Research	Nitesh Lall – Managing Director Milward Brown Malaysia
12.25 – 1.00	Putting the X-Factor Into Big Data	Tirath Ramdas – Big Data Software Engineer & Evangelist, Acunu Malaysia
1.00 – 2.00	Lunch	
2.00 – 2.35	Competitive Intelligence The Air Asia Way	Kenny Wong – Country Head Commercial, Malaysia Air Asia
2.35 – 3.10	Panel Discussion: The New Research Methodologies – Opportunity & Challenges	Invited Speakers
3.10 – 3.45	Online Traffic & Audience Measurement	Tom Hogg , Commercial Director Singapore & Malaysia, Effective Measure
3.45 – 4.05	Afternoon Break	
4.05 – 4.40	Digital Dimension 2020	Sujata Mehta – Managing Director Consumer Experience, GFK Malaysia
4.45 – 5.00	Wrap-up & Close	Barry Ooi – President, MRSM



Invited Speakers



KELLY CHOO

Co-Founder, Brandtology
Strategic Sales Director, iSentia

Kelly was part of the initial planning and development of the Brandtology technology and services, which is recognized as one of the leading online intelligence service providers today. It was acquired by Media Monitors in 2011, and is now part of the iSentia group.

His role in Brandtology is to ensure that the company's products and services give customers and partners the most value possible and to foster mutually beneficial partnerships with people and organizations globally. His new role in iSentia is to take cross media and other forms of data to provide value to organizations.

Kelly has been quoted in various media such as the BBC, ZDNet Asia, Channel News Asia, etc on various topics such as how Social Media has changed the world, online branding, etc.

He has also spoken on topics like Social Media Analytics, Conversation Market Research, Measurement, Digital PR in international conferences.



TIRATH RAMDAS

Big Data Software
Engineer & Evangelist
Acunu Malaysia

Tirath Ramdas is an Analytics and Kernel Engineer with London-based Acunu Ltd. He is also the founder and organiser of the Big Data Malaysia networking group, and was the Kuala Lumpur City Contact for the international Big Data Week festival.

He has an extensive background in engineering R&D in academia and industry, plus a brief spell in non-profit strategy consulting. Today, he applies these experiences towards developing big data analytics technologies and use-cases.



NITESH LALL

Managing Director
Milward Brown
Malaysia



STEPHEN JENKE

Worldwide Head Data Collection
at Kantar Operations (part of
WPP)

A professional market researcher since late 70's with background in demographic research with United Nations; international research operations; media, market and social research.

He has worked on large multi country projects from both Asia and Europe for Fortune 500 companies. Has many years experience in senior management roles with multi-national research agencies in Australia and UK with Millward Brown (1985-2003), CEO South East Asia for TNS (2005-2010) and now Kantar.

Jenke has held senior industry positions in Australia and also lectured on market and social research with particular interest in quality management and ethics supporting the industry.



Invited Speakers



NAVONIL ROY

General Manager
Marketing Strategy
Maxis Berhad

Navonil is a key member of the marketing strategy team at Maxis, he oversees consumer and market understanding activities of the entire organization.

Beyond insight identification he is also involved in proposition development. His projects cover the current and future potential businesses of Maxis.



KENNY WONG

Country Head
Commercial, Malaysia
Air Asia

Kenny has 26 extensive years of experience in the FMCG, Telecommunications, Motion Pictures and Film Exhibition industries and is now a newcomer to the dynamic world of the aviation industry.

Throughout this time, Kenny has held senior marketing and top leadership roles across Asia-Pacific, covering diverse markets and cultures especially Thailand, Singapore, Philippines, Cambodia, Myanmar & Malaysia.



SUJATA MEHTA

Managing Director
Consumer Experience
GfK Malaysia

Sujata is a 22-year veteran of market research. Her last designation before joining GfK was as Regional Director, Brand Health for APMEA (Asia Pacific, Middle East, Africa) & GC (Greater China) for The Nielsen Company.

Her key strength is in advising clients about their brand's performance and opportunities for improvement. She is also adept at integrating data from various sources in order to distill learnings for the client.

Sujata has been an active member of the Marketing Research Society of Malaysia (MRSM) and served as the Treasurer for two years. She has also taken Training sessions at the MRSM.



TOM HOGG

Commercial Director
Malaysia & Singapore
Effective Measure

Experienced account director, business developer and people manager with a strong strategic vision for the future of the digital audience measurement industry.



BARRY OOI

President
Marketing Research
Society Malaysia



Registration

Fees:

- RM 400** • MRSM Members & Affiliates
- RM 500** • Non-MRSM Members
- RM 150** • Students

Special Group Discount:

Less 10% for **3** or more participants

Fees includes lunch, refreshments & conference materials



Payment:

Fees must be paid by **4 June 2013**

Cheques are to be made payable to;

MARKETING RESEARCH SOCIETY OF MALAYSIA

If paying direct to MRSM's bank account, please fax paying-in slip to MRSM (*Quote Delegate Name*)

Maybank, A/C No: 5641 9102 1462

Registration Form

Name:

Company:

Position:

Tel:

Email:



Name:

Company:

Position:

Tel:

Email:



Name:

Company:

Position:

Tel:

Email:



To Register:

Send, email or fax this entire form to:

Marketing Research Society of Malaysia

c/o Nova Business Services Group

A-31-05, Dataran 3 Two, No. 2, Jalan 19/1

46300 Petaling Jaya, Selangor, Malaysia



Email: **finance@novabizservices.com**

Fax: **03 7960 7882** • Attn: Eric / Suki

Call: **03 7954 1279** • Ask for Eric / Suki

About Marketing Research Society of Malaysia

The Marketing Research Society of Malaysia (MRSM) was established to fortify the market research profession in Malaysia. We are the voice for the marketing research profession, and we are committed to boost the standard of market research and to take this profession to a

higher level.

Our role is to represent and communicate good practice in research to the business community, government and the public, to award accreditation and to provide support to our members.

The MRSM was officially

approved by the Registrar of Societies on October 2007 and held its inaugural Annual General Meeting on January 2008.

All the international major research agencies are members of this society, either as individual or corporate members.

