

# 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

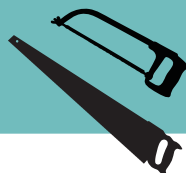


**The Marketing Research Society Malaysia (MRSM) is proud to have its 2nd Annual Congress for marketing research & marketing professionals**

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	<b>Barry Ooi</b> – President, MRSM
9.50 – 10.25	The New Face of Marketing Research	<b>Navonil Roy</b> – General Manager Marketing Strategy, Maxis Bhd
10.25 – 11.00	Media Analytics & Consumer Buying Cycle	<b>Kelly Choo</b> – Co-founder, Brandtology Strategic Sales Director, iSentia
11.00 – 11.15	Morning Break	
11.15 – 11.50	Mobile Research	<b>Stephen Jenke</b> – Worldwide Head Data Collection, Kantar Operations Malaysia
11.50 – 12.25	Neuroscience in Research	<b>Nitesh Lall</b> – Managing Director Milward Brown Malaysia
12.25 – 1.00	Putting the X-Factor Into Big Data	<b>Tirath Ramdas</b> – Big Data Software Engineer & Evangelist, Acunu Malaysia
1.00 – 2.00	Lunch	
2.00 – 2.35	Competitive Intelligence The Air Asia Way	<b>Kenny Wong</b> – 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	<b>Tom Hogg</b> , Commercial Director Singapore & Malaysia, Effective Measure
3.45 – 4.05	Afternoon Break	
4.05 – 4.40	Digital Dimension 2020	<b>Sujata Mehta</b> – Managing Director Consumer Experience, GFK Malaysia
4.45 – 5.00	Wrap-up & Close	<b>Barry Ooi</b> – 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 adapt 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:

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Company:

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Position:

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Tel:

Email:



Name:

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Company:

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Position:

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Tel:

Email:



Name:

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Company:

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Position:

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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.

