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SENSIBILITY: THE HYBRID

# APRC 2013

## The ERA of SENSE and SENSIBILITY

October 31 – November 1, 2013

Grand Millennium Sukhumvit Bangkok  
THAILAND



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SENSE AND SENSIBILITY: THE HYBRID FOR SUCCESS  
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# APRC 2013 Workshop

October 31, 2013

## Room 1: 1 full-day workshop

EsSENSE: Exploring and Measuring Sensory Experience

## Room 2: 2 half-day workshops

Morning: Harnessing online communities for co-creation

Afternoon: Achieving ISO 20252



## “EsSENSE:

# Exploring and Measuring Sensory Experience”





# Workshop Objectives

This is a one-day workshop on sensory marketing and the measurement of product and service experience through the sense, with the objectives of:

1. Learning the latest findings from neuroscience, psychology and sensory science and their implications for the evaluation of customer experience
2. Improving understanding of the individual role of the human senses and the ways in which they integrate to build holistic experiences
3. Providing frameworks and tools for researching innovation and sensory experience at all stages of the product lifecycle



# Workshop Outline

## Morning – The story of the human senses

- The reality of sensory perception and top-down experience
- Five senses and counting
- Visual perception and the illusion of seeing
- Color, culture and the meaning of experience
- Synaesthesia, metaphors and sensory integration

## Afternoon – Measuring sensory experiences

- The innovation lifecycle
  - Using the right research at each stage of development
  - Exploring the senses with qualitative research
  - Measuring the senses with quantitative research
  - Branding and marketing to the human senses
- 
- Each session will include a presentation of key principles, visual examples (including short video clips), group discussion and *a range of practical exercises to apply learning to immediate business issues.*



**Facilitator**



**Neil Gains** is the owner of **Tapestry Works**, and consults and trains on human and cultural psychology across Asia. He has 20 years marketing research experience at Cadbury Schweppes, AMI and Synovate, and most recently led Synovate's Asia Pacific product design and development practice working closely with key global accounts to support their innovation programs. He has lived in UK, Indonesia, China and Singapore and has a doctorate in Psychology and Sensory Science from Reading University.

Neil writes regularly on psychology, Innovation and culture, is a trained sensory scientist, and loves food, travelling, reading detective novels and sharing ideas. "Brand EsSense" will be published by Kogan Page in late 2013





## Harnessing online communities for co-creation





# Workshop Objectives

This half day workshop will demonstrate practical steps to:

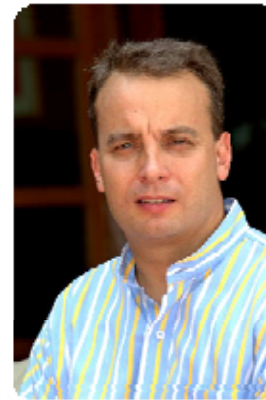
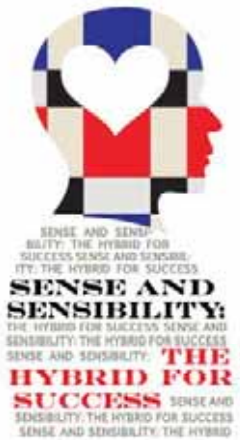
1. Build and manage qualitative online communities.
2. Explain how to overcome common challenges and the pitfalls to avoid.
3. Demonstrate effective co-creation approaches using online communities.
4. Bringing co-creation alive with examples from case studies.





## Whom should attend?

- The workshop is designed for market research practitioners and users, with a minimum of three years qualitative experience.
- Typically attendees will be at a senior research/insight executive level and above.
- Attendees should have an interest in the application of qualitative research online.
- Specific qualitative online experience is not necessary.



**Facilitator**



- Richard Burrage is the Managing Partner at Cimigo ([www.cimigo.com](http://www.cimigo.com)).
- Richard has twenty one years of experience in market research and strategic consulting.
- Richard has partnered clients across Asia, assisting in the development and building of numerous brands to achieve leadership positions.
- Richard founded Cimigo in 2003 and today Cimigo has offices across eight countries in Asia.
- Richard is a UK national and resides in HCMC with his Vietnamese wife and their three children.
- [vn.linkedin.com/in/richardburrage/](https://vn.linkedin.com/in/richardburrage/)



# Achieving ISO20252



- Do you want International Standards Recognition?
- Do you want it now?

CRUSE™



## • Achieve ISO 20252

- ~ Its simple
- ~ Its uncomplicated

Does your research meet proven international standards?

Be recognised nationally and internationally as meeting ISO20252 market and opinion research standards.

### • Take-Away Tools & Template Pack Provided

- Manual
- Procedures
- Forms
- Templates
- Guides

- KISS Principle
- applies to ISO 20252
- Less is best by way of documentation
- Say what you need to do and then do it!
- Don't over complicate the processes – you will already be meeting 80% of ISO requirements



- ~ a simple approach

Provide an understanding and simple process steps, tools and templates to implement ISO 20252 in any sized company.

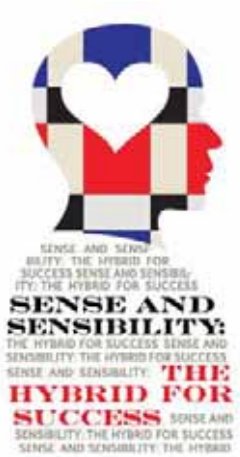
The workshop will explain how to choose a simple model to suit your company.

- any sized company
- one country or multiple countries or locations

The workshop will provide the knowledge, tools and templates to implement ISO 20252.

## • Workshop Objectives

- Workshop Plan
- Brief understanding of ISO 20252 – how it works, what it means
- Choosing the right model for your company – get it right
- Step by step implementation process ~ choosing the right certification/ auditing organisation



- Facilitator

CRUSE™

- Norine Cruse  
CRUSE Partnership Australia
- Implemented ISO 20252 across Asia Pacific Region (Singapore, Indonesia, India, Thailand, Malaysia, Korea, Hong Kong, Vietnam, Philippines, Africa, Kenya)
- Successfully implemented over 100 ISO 20252 / ISO 26362 Certifications globally
- Advisor to Australia, NZ and USA Industry Associations (AMRS, AMSRO, AMRONZ, CASRO, CIRQ)





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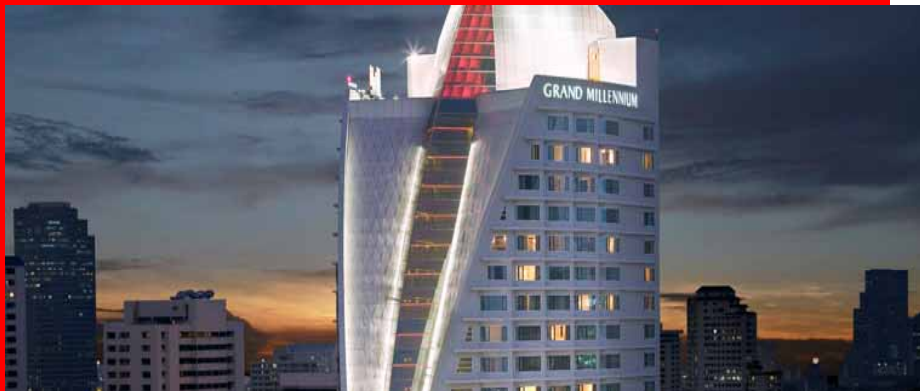
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# APRC 2013 Conference

November 1, 2013





# Conference Agenda

- 08.00-09.00h : *Registration*
- 09.05-09.15h : Opening & Welcome Speech by APRC Chairperson
- 09.20-09.40h : **Keynote Opening Speech**  
Asia Pacific – the new Powerhouse of the World
- 09.45-10.25h : Deep Dive into Asia Pacific’s Soft Power (*release of 9-country collaborative study*)
- 10.30-10.45h : *Morning refreshment break*
- 10.50-11.20h : Leading the Brain – what inside consumers’ insight
- 11.25-12.00h : What Advertising Learns from Brain Science
- 12.15-13.15h : *Lunch break*
- 13.20-14.00h : Understanding Consumers’ Sensibilities in the Digital Age
- 14.05-15.00h : Digital trends in APRC countries
- 15.05-15.20h : *Afternoon refreshment break*
- 15.25-16.00h : Keynote Closing Speech  
Sense and Sensibility –Synthesis Thinking for Success
- 16.05-16.10h : Thank you speech by APRC Chairperson
- 16.15-16.20h : *APRC Conference - Closing Ceremony*

■ **Inviting**



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**Date: October 31 – November 1, 2013**  
**Venue: Grand Millennium Sukhumvit Bangkok**

	APRC Members	Non-members
Workshop only	225 USD	250 USD
Conference only	185 USD	215 USD
Full program ( <i>workshop and conference</i> )	370 USD	420 USD

**Special for Early Birds:**

15% discount if registration and payment done within Aug 31, 2013  
10% discount if registration and payment done within Sep 30, 2013



