

APRC

Annual Conference 2024



ASIA
PACIFIC
RESEARCH
COMMITTEE



APRC Conference 2024
THE FUTURE OF INSIGHTS
WHERE ARE ALL THE
HUMANS? 

18 & 19 March 2024

The Cordis, Auckland, New Zealand



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APRC CONFERENCE HOSTED BY RANZ

APRC and RANZ Conference 2024: THE FUTURE OF INSIGHTS: WHERE ARE ALL THE HUMANS?

This year RANZ (Research Association New Zealand) will welcome APRC (Asia Pacific Research Committee) colleagues from around the region in a joint event. That'll add a guaranteed international flavour to the Conference.

At our previous conference in 2022, we asked... "AI in Insights: Friend or Foe?". We had a feeling at the time that change was coming. We had no idea just how suddenly that change would happen.

This year's theme aims to get us thinking about the future of "us", the humans in the story. As large language models like ChatGPT rapidly weave their way into the insights industry, how will our role evolve? What are we doing now that we soon won't need to do? What will we soon be compelled to do that we haven't even considered yet?

Let's explore the human element in an increasingly machine-driven insights world. As non-humans perform more and more creative tasks, what continues to set us apart? Is there anything enduringly unique about human intelligence, human creativity, and human empathy, or is the silicon coming for those qualities too?

Let's get ahead of this curve and figure out what it means for human individuals and human companies alike...

Before the Conference: Where are all the humans?

After the conference: That's where!

Monday 18 March - full day conference, networking drinks, gala dinner

Tuesday 19 March – APRC Summit, Masterclass, Workshop



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VENUE: Cordis, Auckland

83 Symonds Street, Grafton, Auckland, New Zealand



The conference is being held in the Jade Room at the Cordis. This is in the new part of the hotel and benefits from being light and airy with access to an outside balcony. Registration and welcome drinks, as well as morning/afternoon tea and lunch breaks will be in a separate refreshment room adjacent to the main conference rooms. Sponsors will also be located in the refreshment room.

There will also be drinks and canapés being served in this area at the end of the conference allowing for a more relaxed networking experience, followed by a seated gala dinner and entertainment.

The Cordis Hotel is offering a special delegate rate from NZ\$329 per night.

Superior room NZ\$329 per night | Deluxe room NZ\$349 per night | Premier room NZ\$389 per night.

Use the link below to make your booking.

[RANZ & APRC Conference](#)

Also close to the conference venue is the [Nesuto St Martins Apartment Hotel](#).



SPEAKERS

We have a range of fantastic speakers from different backgrounds from New Zealand and overseas.

Speakers	Title	Organisation	Presentation title
Nik Samoylov	Founder at Conjointly	Conjointly	Questioning the validity and reliability of synthetic data in market research
Emily Blumenthal	Research Director	Yabble	The Human Touch in an AI-Driven Insights World
Chris Barry	CEO	The Evolved Group	Travels of a Research Brief in the new AI Insights Economy
Dr. Helena Bahrami	AI & Machine Learning Lead Expert	Wine-Searcher	Synergizing Souls and Silicon: Redefining Humanity in the AI Renaissance
Jonathan Pickup & Yasmin Handrich	Group Client Director & Group Account Director	Kantar	The Great Insights Showdown – Team Human vs. Team Machine
Brad Wallwork & Carl Davidson	Senior Creative & Head of Insights	Research First	Creativity and Data Storytelling in the AI Age: Preserving the Human Touch
Yingxue Zhao (Liz)	Doctoral Candidate	University of Auckland	The Gender and Anthropomorphism of Chatbots in Survey Information Elicitation
Jonathan Dodd	Research Director	Ipsos	Human or AI? - How to identify and protect surveys from AI-generated responses



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Petra Baker	Insights Manager	Research First	Revisiting AI Analysis: A Decolonisation and Indigenisation Perspective
Winifred Henderson	Educator & Community Development Manager	Dementia NZ	Navigating the Future: Human Presence in the Evolving Insights Industry
Kevin Minter	Co-founder	Consiter.it	The Lorax in the Algorithm: Using AI to Simulate Environmental “Voices” to Better Inform Human Opinions
Andrew Cannon	Executive Director	GRBN	Humans vs AI - The Trust Battleground for the Future of our Sector
Kathryn Topp	CEO & Founder	Yabble	Synthetic Data: The Future of Data-Driven Decision Making
Johan van Kuyk	Director of Product	Infotools	Where Are All the Humans? The nexus of AI and human-driven research
Perry Li	General Manager	QuickDecision	Embrace AI, Find and Talk to Humans Everywhere
Debrah Harding	Managing Director	MRSUK	AI and Research: Ethics v the Machine

SPONSORS

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SCHEDULE MONDAY 18 MARCH

Time	Main room	Break out sessions
08:00-08:30	Registration & coffee	
0830-09:00	Opening ceremony and welcome by Chair and Deputy Chair	
09:00-09:30	Nik Samoylov	
09:30-10:00	Emily Blumenthal	
10:00-10:30	Chris Barry	
10:30-11:00	Morning tea	
11:00-11:30	Dr. Helena Bahrami	Liz Yingxue Zhao
11:30-12:00	Jonathan Pickup, Yasmin Handrich	Jonathan Dodd
12:00-12:30	Brad Wallwork, Carl Davidson	Petra Baker
12:30-13:30	Lunch break	
13:30-14:00	Winifred Henderson	Kathryn Topp
14:00-14:30	Kevin Miniter	Johan van Kuyk
14:30-15:00	Andrew Cannon	Perry Li
15:00-15:30	Afternoon tea	
15:30-16:00	Debrah Harding	
16:00-16:40	PechaKucha	
16:40-17:20	Panel	
17:20-17:30	Voting for Best Paper & People's Choice	
18:00-19:00	NETWORKING DRINKS	
19:00-23:55	GALA DINNER	



SCHEDULE TUESDAY 19 MARCH

09:00-10:30 **MASTERCLASS WITH DAVE WILD**

10:30-10:45 Morning tea

10:45-12:00 Recommence Masterclass

13:00-14:30 **SUE YORK WORKSHOP**

14:30-14:45 Afternoon tea

14:45-16:00 Recommence workshop

APRC SUMMIT

12:00-13:00 Lunch

13:00-15:00 APRC Summit

15:00-15:30 Afternoon tea

15:30-17:00 Recommence summit

APRC Cultural Experience

18:15-20:00 Weta Workshop Unleashed

20:00-22:00 Dinner at Orbit Restaurant



MASTERCLASS WITH FUTURIST DAVE WILD Tuesday 19 March 9am



This Futurist Masterclass equips participants with practical tools and inspirational insights to shift and adapt in uncertain changeable environments.

Are you prepared for a new future that's already arrived?

Gain the expertise to guide your team and organisation through uncertain and turbulent times, equipped to face challenges and new opportunities ahead.

Leveraged by leading global organisations and governments, Futures Thinking plays a crucial role in shaping strategy development. This masterclass equips you to design the desired future for both you and your organisation, while managing the current demands of the business landscape.

In times past... like just yesterday... AI meant Artificial Intelligence. Until we remembered that artificial means fake. Not natural. Invoking feelings of fear and mistrust.

So, we evolved the meaning of AI. Augmented Intelligence. Reframing from people vs robots to people with robots.

Soon that will no longer be enough. Collectively we'll realise that along with making the machines smarter, we also need to make ourselves more intelligent. More aware. More understanding. More capable.

How? You've heard the word with increasing frequency. Adaptation.

The new AI. Your AI. Adaptive Intelligence.

Makes sense? You're already adapting. Doesn't sound right? It might be time to adapt. Intelligently. After all, our future depends on it.

Meet Your Futurist Guide

Internationally renowned Futurist Dave Wild is a world-leading expert in developing Futurework skills. Living on the edge of the world in Aotearoa New Zealand, he equips leaders and teams across the globe to create a greater future for their organisations, customers and society including:

- Visioning with the digital government leaders of the United Kingdom, South Korea, Estonia and New Zealand.
- Coaching digital and innovation leadership labs across sectors including social development, environmental, finance and technology.
- Facilitating the NZ Prime Minister's business advisory council to explore the future of work.
- Delivering futurist keynote presentations on stages and screens across the world from Sydney to South Auckland to San Francisco.

Through this work with a diverse range of leaders and teams across all levels, Dave has built deep expertise in the change-ready skills needed to boldly lead into an inspiring future.



WORKSHOP WITH SUE YORK Tuesday 19 March 1pm



What does it mean to be a researcher in the age of AI?

Being a successful researcher in the age of AI will depend on the value you bring to organisations. Your value will depend on your ability to provide solutions to problems and challenges using research thinking skills that go beyond simply using methods and tools.

Research thinking is the ability to understand a problem, identify possible solutions, and deliver effective outcomes. Research thinking comprises three elements:

- Understanding the fundamentals of research
- Making sense of data, analysis and findings
- The ability to fit research into the wider context of the problem and/or organisation.

In this half-day workshop you will learn how you can use Research Thinking to:

- Scope and define problems and questions.
- Develop approaches that help answer these questions.
- Make sense of data and findings to provide solutions and deliver outcomes and
- Understand how AI is changing these processes.

About Sue

Sue is passionate about helping people develop the research skills they will need for a bright future and enjoys working at the intersection of research and learning as the Head of Training and Development for the Research Society in Australia.

Sue has a long history of being interested in the future of research and applying new technology to research to create better outcomes. She is one of the founders of NewMR and is a co-author of “The Handbook of Mobile Market Research” and co-editor and curator of the ESOMAR book, “Answers to Contemporary Market Research Questions” and author of numerous papers, articles, presentations, and webinars.



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CULTURAL EXPERIENCE Tuesday 19 March 6:15pm

Wētā Workshop Unleashed, level 5 at 88 Federal St, Auckland (opposite the Sky Tower)



Experience Wētā Workshop Unleashed is at SkyCity in Auckland. A 90 minute movie-making tour where you explore interactive and immersive make-believe film sets, focusing on the worlds of horror, fantasy and sci-fi.

It's your chance to get up-close and hands-on with enchanting environments, resident creatures, hyper-realistic giants, a galactic robot, and much more.

Whilst Wētā Workshop is perhaps best known for its award-winning work on *The Lord of the Rings*, *The Hobbit* trilogies and *Avatar*; the Workshop's filmography boasts plenty more blockbusters, small-scale independent films, and everything in between.

Some of the workshop's creations involve designing and prototyping an army's supply of weapons, imagining and building one-of-a-kind costumes from entirely new worlds, and creating state-of-the-art effects that bring scripts to life.

NOTE: Wētā Workshop Unleashed includes some horror elements. These may be disturbing, or unsuitable for guests with medical conditions aggravated by fright, stress, or lights. Some elements of the horror section will need to be bypassed if you have any latex allergies.

DINNER AT ORBIT RESTAURANT 8pm

Orbit Restaurant is located at the top of Auckland's Sky Tower. The restaurant offers a modern dining experience in a relaxed, open atmosphere with a delicious kiwi-inspired menu that features the best local and seasonal produce. As New Zealand's only rotating restaurant offering 360-degree views, it's an unforgettable experience that never ceases to delight.



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PRICING

Each APRC member country is entitled to two complementary conference tickets. Additional tickets can be purchased for the following fees (shown in NZ dollars).

CONFERENCE MONDAY 18 MARCH (day, networking drinks and Gala dinner)	NZ\$795
CONFERENCE MONDAY 18 MARCH (day and networking drinks)	NZ\$595
GALA DINNER AND NETWORKING DRINKS MONDAY 18 MARCH	NZ\$275
MASTERCLASS WITH FUTURIST DAVE WILD TUESDAY 19 MARCH (morning)	NZ\$395
WORKSHOP WITH SUE YORK TUESDAY 19 MARCH (afternoon)	NZ\$250
CULTURAL EXPERIENCE AND DINNER (limited places)	NZ\$250

FURTHER INFORMATION

For further information please refer to the RANZ website <https://researchassociation.org.nz/2024-Conference/>.

Contact details for the conference organisers and Executive Secretary are below:

Geoff Lowe, RANZ Chair geoff@infotools.com

Ian Mills, RANZ Deputy Chair ianm@vervemarketing.co.nz

Claire Lloyd, Executive Secretary secretary@researchassociation.org.nz