

When & Where: 24th July 2018
Venue: The RAF Club, 128 Piccadilly, Mayfair, London W1J 7PY

What: **"Brains, Waves & Automated Machines"** - looking at research techniques beyond the obvious

Coffee and biscuits available from 9.30am for chats/networking

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| Welcome & Introduction to the day | 10:00 |
| AURA feedback results - what should AURA stop, start, and continue to do <i>Sarah Whiddett (AURA Chair and Bidfood), and Dan Hayes (AURA and EE)</i> | |
| Presentation format: 20 minute presentation, followed by 10 minute Q&A | |
| Malcolm Evans and Natasha Delliston (Independent Semiotic & Cultural Consultants) <i>Reflections on P&G's US Hispanic acculturation model: a Cyborg Manifesto for 21st century brands</i> | 10:20 |
| Royal Shakespeare Company (Becky Loftus) and Ipsos (Dr Pippa Bailey, Richard Garnham) <i>Can Shakespeare still shock in VR: Implication for research and beyond</i> | 10:50 |
| COFFEE BREAK... ...AND VR HEADSET DEMONSTRATION | 11:20 |
| Corporate Culture (Benjamin Buckby) <i>From optimising to satisficing: The implications and applications of ever-advancing behavioural science</i> | 12:00 |
| Crowd DNA (Andy Crysell and Joey Zeelen) <i>Getting 'In Real Life' with Axe / Lynx clients to explore the art of teen attraction</i> | 12:30 |
| LUNCH | 13:00 |
| Toluna (James Pickles) and Premier Foods (Nick Holden) <i>Automation & DIY in online research – what, how & when</i> | 13:50 |
| Networking in actual reality <i>On your tables...the best 'new' techniques you have used with success</i> | 14:20 |
| World Advertising Research Centre (WARC) (Imaad Ahmed) <i>Solving business questions with AI-generated insights</i> | 14:50 |
| Closing Comments <i>Sarah Whiddett (AURA Chair and Bidfood)</i> | 15:20 |
| CLOSE... ...G&Ts @ THE RAF CLUB | 15:30 |