

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

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