

CONFERENCE AGENDA
THURSDAY, JUNE 26, 2014

8:00 AM – 4:15 PM	REGISTRATION AND INFORMATION <i>Parish Hall, 10th Floor</i>
8:30 – 9:15 AM	BREAKFAST/NETWORKING <i>Parish Hall, 10th Floor</i>
9:15 – 9:30 AM	OPENING REMARKS/ WELCOME ADDRESS Speaker: Patrick Comer, <i>Federated Sample</i> <i>Louisiana Ballroom, 10th Floor</i>
9:30 – 10:00 AM	KEYNOTE ADDRESS SAMPLE DOESN'T STAND ALONE: LESSONS FROM ADVERTISING'S SHIFT TO PROGRAMMATIC Programmatic sample buying, or the use of software to purchase survey sample, is quickly emerging as the most pressing new development in market research today. While new to market research, programmatic buying is already required for survival in many other industries including Ad Tech. As the prior head of Ad Tech stalwarts Right Media and AddThis, Ramsey McGrory will reveal the process behind programmatic buying, why it matters, and how it will likely impact the future of survey sample. Speaker: Ramsey McGrory, <i>Billions.org</i> <i>Louisiana Ballroom, 10th Floor</i>
10:00 – 10:45 AM	TRENDS IN SAMPLE SOFTWARE TECHNOLOGY It seems these days every sample company is building out their own platform. Where are new sample technologies taking us and what constitutes a “tech platform”? Is it a DIY sample portal, real-time bidding platform, field management tool or a reporting dashboard? Does it need to span across multiple supplier channels, have a self-serve UI or even actual proprietary technology? This session will explore these and other tech trends occurring in the sample world. Panel: Brett Schnittlich, <i>Federated Sample</i> ; Leslie Townsend, <i>Kinesis Survey Technologies</i> ; Lisa Wilding-Brown, <i>Innovate</i> Moderator: Rob Berger, <i>Vision Critical</i> <i>Louisiana Ballroom, 10th Floor</i>
10:45 – 11:00 AM	NETWORKING BREAK <i>Parish Hall, 10th Floor</i>
11:00 – 11:45 AM	THE RIGHT DELIVERY MECHANISM AT THE RIGHT TIME: THE PROS AND CONS OF AUTOMATION Save the humans! Increase your profits! Machines are incapable of understanding sampling intricacies! Humans are slow, error prone and require significant oversight! Which is it? In this session, participants will explore new opportunities being created through automation as well as the inherent risks associated with automating. Panel: Nate Ehrich, <i>Vindale</i> ; Steve Hopkins, <i>MarketCube</i> ; Jacqueline Rosales, <i>SoapBoxSample</i> Moderator: Michael McCrary, <i>Federated Sample</i> <i>Louisiana Ballroom, 10th Floor</i>

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11:45 AM – 12:45 PM	<p>LUNCH</p> <p><i>Parish Hall, 10th Floor</i></p>
12:45 – 1:30 PM	<p style="text-align: center;">LESSONS FROM GOOGLE – RETHINKING THE RESPONDENT RELATIONSHIP</p> <p>Extra, extra! Google is betting the house on the respondent. Are they our competition? Does technology enable us to successfully decouple the survey instrument from the survey respondent? This session will explore what we can learn from Google and others as we look into our crystal ball of the respondent relationship in the future and the shift towards a prioritization of the user experience.</p> <p style="text-align: center;">Panel: Jean Davis, <i>The NPD Group, Inc.</i>; Chris Fabber, <i>GfK</i>; Mendy Orimland, <i>Prodege</i> Moderator: Matt Dusig, <i>Innovate</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
1:30 – 2:15 PM	<p style="text-align: center;">INNOVATIVE ENGAGEMENT OF MOBILE RESPONDENTS</p> <p>This is NOT the typical mobile discussion! We all know that the mobile respondent experience matters and that this transition is challenging the bedrock of our industry. But what are we doing about it? Join this session to learn how sample companies are using new and innovative techniques to engage with mobile users and better leverage this technology platform.</p> <p style="text-align: center;">Panel: Andy Drake, <i>Hall & Partners</i>; Grant Miller, <i>RIWI</i>; Edan Portaro, <i>uSamp</i> Moderator: Matt Ronco, <i>Research For Good</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
2:15 – 3:00 PM	<p style="text-align: center;">ARF FOQ2: SUMMARY OF FINDINGS AND THE FUTURE OF ROUTING</p> <p>Survey says... after months of collaboration, blood, sweat and fear, the results are in. Come learn insights from the more than 75,000 interviews conducted by ARF's Foundations of Quality 2.0 on identified ways to improve research quality and reduce the risk associated with business decisions based on online research. This discussion provides a high-level overview of the key "FoQ2" learning and a deeper dive into important new discoveries about survey sample routing.</p> <p style="text-align: center;">Speakers: Gayle Fuguitt, <i>The ARF</i>; Chuck Miller, <i>DM2 Corp</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
3:00 – 3:15 PM	<p>NETWORKING BREAK</p> <p><i>Parish Hall, 10th Floor</i></p>
3:15 – 4:00 PM	<p style="text-align: center;">SAMPLE QUALITY: VISUALIZING CONSISTENT INDUSTRY PRACTICES & TECHNOLOGICAL OPPORTUNITIES</p> <p>Exchanges, automation and DIY, oh my! In a world of almost daily technological sample innovations, how do we appropriately, consistently and seamlessly measure sample and survey quality? Listen to the industry's experts opine on how technology is being used for big wins on the quality battle lines.</p> <p style="text-align: center;">Panel: Marshall Harrison, <i>Imperium</i>; Mark Menig <i>TrueSample</i>; Efrain Ribeiro, <i>Lightspeed Research</i> Moderator: Jim Longo, <i>Discuss.IO</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>

4:00 – 4:15 PM	<p style="text-align: center;">DAILY CLOSING REMARKS</p> <p style="text-align: center;">Speaker: Andy Ellis, <i>Federated Sample</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
5:00 – 7:00 PM	<p style="text-align: center;">SAMPLECON HAPPY HOUR</p> <p style="text-align: center;">Napoleon House (500 Chartres St.)</p> <p style="text-align: center;"><i>Shuttles will be provided to and from the Napoleon House.</i></p> <p style="text-align: center;"><i>Shuttles will begin departing from the hotel at 4:45 PM.</i></p>

CONFERENCE AGENDA FRIDAY, JUNE 27, 2014

8:00 AM – 12:30 PM	REGISTRATION AND INFORMATION <i>Parish Hall, 10th Floor</i>
8:00 – 8:45 AM	BREAKFAST/NETWORKING <i>Parish Hall, 10th Floor</i>
8:45 – 9:05 AM	<p style="text-align: center;">UNDERSTANDING DATA PRIVACY AND ETHICS IN SAMPLE</p> <p style="text-align: center;">Sample providers work within a legal and ethical framework that is comprised of privacy law/regulation and research industry codes of conduct. The rapid rate of change in Sample is remarkable. Panels are being used in different ways and new sources of sample continually become available. The industry now has access not only to sample sources that come within a research context but also from other activities such as marketing and advertising. This evolution raises important questions about the application of privacy law/regulation and an industry code of conduct. This session will provide an overview of current issues and future considerations with ample time for group discussion.</p> <p style="text-align: center;">Speaker: Peter Milla, <i>CASRO</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
9:05 – 9:45 AM	<p style="text-align: center;">THE FUTURE OF SAMPLE</p> <p style="text-align: center;">What does the Sample Industry look like in 5, 10, 15 years? What challenges will we face? Panelists will discuss all sides of the industry including how the roles of technology, buyer and supplier companies will look and how respondents will be engaged.</p> <p style="text-align: center;">Panel: David Breihan, <i>MarketCast</i> Matt Dusig, <i>Innovate</i>; Brett Schnittlich, <i>Federated Sample</i>; Sima Vasa, <i>Paradigm Sample</i></p> <p style="text-align: center;">Moderator: Jonathan (JD) Dietch, <i>Ipsos</i></p> <p style="text-align: center;"><i>Louisiana Ballroom, 10th Floor</i></p>
9:45 – 10:00 AM	INDUSTRY CONGRESS Facilitator: Patrick Comer, <i>Federated Sample</i> <i>Louisiana Ballroom, 10th Floor</i>
10:00 – 10:15 AM	NETWORKING BREAK <i>Parish Hall, 10th Floor</i>
10:15 – 11:00 AM	BUYER CONGRESS BREAKOUT SESSION Facilitators: Bonnie Breslauer, <i>Lightspeed Research</i> ; Corey Julseth, <i>Nielsen</i> <i>St. Landry, 9th Floor</i>
10:15 – 11:00 AM	SELLER CONGRESS BREAKOUT SESSION Facilitator: Matt Dusig, <i>Innovate</i> <i>St. Tammany, 9th Floor</i>

10:15 – 11:00 AM	<p align="center">SOFTWARE/TECHNOLOGY CONGRESS BREAKOUT SESSION</p> <p align="center">Facilitator: Brett Schnittlich, <i>Federated Sample</i></p> <p align="center"><i>East Feliciana, 10th Floor</i></p>
10:15 – 11:00 AM	<p align="center">QUALITY CONGRESS BREAKOUT SESSION</p> <p align="center">Facilitator: Mark Menig, <i>TrueSample</i></p> <p align="center"><i>West Feliciana, 10th Floor</i></p>
11:00 – 11:10 AM	<p align="center">NETWORKING BREAK</p> <p align="center"><i>Parish Hall, 10th Floor</i></p>
11:10 AM – 12:00 PM	<p align="center">CONGRESS DEBRIEF & NEXT STEPS</p> <p align="center">Facilitator: Patrick Comer, <i>Federated Sample</i></p> <p align="center"><i>Louisiana Ballroom, 10th Floor</i></p>
12:00 – 12:30 PM	<p align="center">LUNCH, CLOSING REMARKS & SAMPLECON 2015</p> <p align="center">Speaker: Matt Dusig, <i>Innovate</i></p> <p align="center"><i>Louisiana Ballroom, 10th Floor</i></p>