

CONFERENCE SCHEDULE

MONDAY, JANUARY 12

6:00 – 9:00 PM

SAMPLECON KICK-OFF RECEPTION

Sponsor: uSamp

Bourbon House

**Meet in The Ritz-Carlton lobby, third level, at 5:50pm for group departure.*

TUESDAY, JANUARY 13

8:15 AM – 4:15 PM

REGISTRATION AND INFORMATION

Lafayette Ballroom Foyer, Level 2

8:15 – 9:00 AM

BREAKFAST

Sponsor: Wave Crest

Salon 1, Level 2

9:00 – 9:05 AM

WELCOME

Speaker: Rob Berger, Vision Critical

Lafayette Ballroom, Level 2

9:05 – 9:45 AM

KEYNOTE: UNLOCKING THE TRUE POTENTIAL OF THE SAMPLE INDUSTRY

Speaker: Don Dodge, Google

Lafayette Ballroom, Level 2

10:00 – 11:00 AM

DEVICE-AGNOSTIC SURVEYS: OVERCOMING THE ROADBLOCKS

Panel: JD Deitch, Ipsos; Andy Drake, Hall & Partners;

Debra Santus, TNS; Sima Vasa, Paradigm Sample

Moderator: Bonnie Breslauer, Lightspeed Research

Lafayette Ballroom, Level 2

11:00 – 11:15 AM

NETWORKING BREAK

Lafayette Ballroom Foyer, Level 2

11:15 – 12:00 PM

MARKET RESEARCH'S MIGRATION TO MOBILE

Speaker: Chris St. Hilaire, MFour; Michael Smith, MFour

Lafayette Ballroom, Level 2

12:00 – 1:00 PM

LUNCH

Sponsor: Nielsen

Salon 1, Level 2

1:00 – 2:00 PM

PRIVACY & DATA PROTECTION : AN EVOLVING LANDSCAPE

Panel: Jim Bernier, GfK; Patrick Comer, Federated Sample Corporate;

Benjamin Farrar, Kantar

Moderator: Jim Longo, Discuss.IO

Lafayette Ballroom, Level 2

CONFERENCE SCHEDULE

TUESDAY, JANUARY 13

2:00 – 2:45 PM	INTRODUCTION TO THE COLLABORATION LAB Speaker: Patrick Comer, Federated Sample Corporate; Jacqueline Rosales, SoapBoxSample <i>Lafayette Ballroom, Level 2</i>
2:45 – 3:00 PM	NETWORKING BREAK <i>Lafayette Ballroom Foyer, Level 2</i>
3:00 – 4:00 PM	COLLABORATION LAB - GROUP A Facilitators: Patrick Comer, Federated Sample Corporate; Richard Thornton, Cint <i>Vermillion, Level 2</i>
3:00 – 4:00 PM	COLLABORATION LAB - GROUP B Facilitators: Todd Myers, Nielsen; Jacqueline Rosales, SoapBoxSample <i>LaSalle, Level 2</i>
3:00 – 4:00 PM	COLLABORATION LAB - GROUP C Facilitators: Mark Menig, TrueSample; Mendy Orimland, Prodege; Evangeline, Level 2
3:00 – 4:00 PM	COLLABORATION LAB - GROUP D Facilitators: Bonnie Breslauer, Lightspeed ; Andy Ellis, Federated Sample; <i>Acadia, Level 2</i>
4:00-4:15 PM	DAILY CLOSING REMARKS Speaker: Rob Berger, Vision Critical <i>Lafayette Ballroom, Level 2</i>
5:30-7:00 PM	SAMPLECON HAPPY HOUR Sponsor: Lightspeed, Fulcrum, Prodege, SoapBoxSample & Federated Sample <i>Ritz-Carlton Courtyard, Level 3</i>
8:30-10:30 PM	POKER TOURNAMENT Sponsor: Prodege <i>Crescent View, 12th Floor, Ritz-Carlton</i> <i>*Available by pre-registration only.</i>

CONFERENCE SCHEDULE

WEDNESDAY, JANUARY 14

8:15 – 12:30 PM	REGISTRATION AND INFORMATION <i>Lafayette Ballroom Foyer, Level 2</i>
8:15 – 9:00 AM	BREAKFAST Sponsor: Wave Crest <i>Salon 1, Level 2</i>
9:00 – 9:05 AM	WELCOME, DAY TWO Speaker: Michael McCrary, Fulcrum <i>Lafayette Ballroom, Level 2</i>
9:05 – 10:00 AM	IS THE RESPONDENT THE WHALE OR THE MINNOW – A DISCUSSION WITH CLOROX Speaker: Stephanie Cunningham, The Clorox Company Moderator: Frank Kelly, Lightspeed <i>Lafayette Ballroom, Level 2</i>
10:00 – 10:15 AM	NETWORKING BREAK <i>Lafayette Ballroom Foyer, Level 2</i>
10:15 – 11:15 AM	COLLABORATION LAB - GROUP A Facilitators: Mark Menig, TrueSample; Mendy Orimland, Prodege <i>Evangeline, Level 2</i>
10:15 – 11:15 AM	COLLABORATION LAB - GROUP B Facilitators: Bonnie Breslauer, Lightspeed; Andy Ellis, Federated Sample <i>Acadia, Level 2</i>
10:15 – 11:15 AM	COLLABORATION LAB - GROUP C Facilitators: Patrick Comer, Federated Sample Corporate; Richard Thornton, Cint <i>Vermillion, Level 2</i>
10:15 – 11:15 AM	COLLABORATION LAB - GROUP D Facilitators: Todd Myers, Nielsen; Jacqueline Rosales, SoapBoxSample <i>LaSalle, Level 2</i>
11:15 – 12:00 PM	2015: THE ROAD MAP FOR THE YEAR AHEAD Moderators: Patrick Comer, Federated Sample Corporate; Jacqueline Rosales, SoapBoxSample <i>Lafayette Ballroom, Level 2</i>
12:00 – 12:30 PM	LUNCH Sponsor: Nielsen <i>Salon 1, Level 2</i>