



2017 AGENDA

M

MONDAY, JANUARY 30, 2017 »

» 4:30 PM – 6:30 PM

SAMPLECON SCAVENGER HUNT » LOBBY, LEVEL 3
SPONSORED BY EMI RESEARCH

» 6:30 PM – 8:30 PM

SAMPLECON OPENING RECEPTION » TABLEAU, 616 ST. PETER STREET*
SPONSORED BY TANGO CARD

*Meet in The Ritz-Carlton Lobby, Level 3, at 6:15 PM for group departure.

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TUESDAY, JANUARY 31, 2017 »

» 8:00 AM – 3:30 PM

REGISTRATION & INFORMATION » GRAND BALLROOM FOYER, LEVEL 2

» 8:00 AM – 9:00 AM

NETWORKING BREAKFAST » GRAND BALLROOM SALON I, LEVEL 2

» 9:00 AM – 9:15 AM

WELCOME » GRAND BALLROOM SALONS II – III, LEVEL 2
SPEAKER: **BONNIE BRESLAUER**, LIGHTSPEED

» 9:15 AM – 10:00 AM

KEYNOTE ADDRESS: THE EMOTIONAL SPACE FOR DATA - IS STORY TELLING ALL THAT'S LEFT FOR DATA ONCE MACHINE LEARNING AND AI DELIVER ON ITS PROMISE? » GRAND BALLROOM SALONS II – III, LEVEL 2
SPEAKER: **JACQUES VAN NIEKERK**, WUNDERMAN DATA

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TUESDAY, JANUARY 31, 2017 (CONT.) »

» 10:00 AM – 10:45 AM

THE GREAT SAMPLE DEBATE I » GRAND BALLROOM SALONS II – III, LEVEL 2

MODERATOR: SIMA VASA, PARADIGM SAMPLE

PANELISTS: PATRICK COMER, LUCID; JEAN DAVIS, NPD GROUP;

HEATH GREENFIELD, KANTAR MILLWARD BROWN;

JEFF KIRCHNER, KANTAR ADDED VALUE; WOJTEK KOKOSZKA, ZAPPISTORE

» 10:45 AM - 11:00 AM

TEDSAMPLE: DO RESPONDENTS UNDERSTAND THE QUESTIONS WE ARE ASKING THEM? » GRAND BALLROOM SALONS II – III, LEVEL 2

SPEAKER: ALLAN FROMEN, IDC

» 11:00 AM - 11:15 AM

NETWORKING BREAK » GRAND BALLROOM FOYER, LEVEL 2

» 11:15 AM - 12:15 PM

COLLABORATION LAB: HOW TECHNOLOGY, MARKET RESEARCH & SECURITY INTERCONNECT IN THE NEW WORLD » BARONNE, LEVEL 2

MODERATORS: ADAM COUCH, CISOSHARE; RYAN VALLONE, CISOSHARE

» 11:15 AM - 12:15 PM

COLLABORATION LAB: MOBILE SAMPLE - HOW TO FIND IT, GET IT & KEEP IT » ST. CHARLES, LEVEL 2

MODERATORS: CHRIS BACON, THE ARF; EDAN PORTARO, LIGHTSPEED

» 12:15 PM - 1:30 PM

NETWORKING LUNCH » GRAND BALLROOM SALON I, LEVEL 2

» 1:30 PM - 1:45 PM

WELCOME BACK » GRAND BALLROOM SALONS II - III, LEVEL 2

SPEAKER: ROB BERGER, MARU/MATCHBOX

» 1:45 PM – 2:30 PM

INNOVATIONS IN ENGAGEMENT OF HARD TO REACH AUDIENCES »

GRAND BALLROOM SALONS II - III, LEVEL 2

MODERATOR: **JIM LONGO**, DISCUSS.IO

PANELISTS: **JIM BERNIER**, GFK; **DYNA BOEN**, UBMOBILE;
MARIO CARRASCO, THINKNOW

» 2:30 PM – 3:15 PM

**EXPLORING A NEW WORLD — THE BLURRING LINES BETWEEN
MARKET RESEARCH & MARKETING DATA »** GRAND BALLROOM SALONS

II - III, LEVEL 2

MODERATOR: **CHRIS BACON**, THE ARF

PANELISTS: **STEVE BLUM**, LIGHTSPEED; **ARNO HUMMERSTON**, LUCID;
RICHARD THORNTON, CINT

» 3:15 PM – 3:30 PM

CLOSING DAY 1 » GRAND BALLROOM SALONS II - III, LEVEL 2

SPEAKER: **ROB BERGER**, MARU/MATCHBOX

» 3:30 PM – 4:30 PM

**CAREER DEVELOPMENT, ENTREPRENEURSHIP & MENTORSHIP
NETWORKING SESSION »** ACADIA, LEVEL 2

PRESENTED BY WIRe

» 3:45 PM – 5:00 PM

NETWORKING AND PRIVATE MEETINGS

» 5:00 PM – 6:30 PM

SAMPLECON NETWORKING HAPPY HOUR » COURTYARD, LEVEL 3
SPONSORED BY CINT, LIGHTSPEED, LUCID, PARADIGM SAMPLE, PRODEGEMR
& SOAPBOXSAMPLE

» 8:30 PM – 10:30 PM

SAMPLECON POKER TOURNAMENT » MERCIER TERRACE, LEVEL 14
SPONSORED BY PRODEGEMR



WEDNESDAY, FEBRUARY 1, 2017 »

» 8:15 AM – 12:15 PM

REGISTRATION AND INFORMATION » GRAND BALLROOM FOYER, LEVEL 2

» 8:15 AM – 9:00 AM

NETWORKING BREAKFAST » GRAND BALLROOM SALON I, LEVEL 2

» 9:00 AM - 9:15 AM

WELCOME » GRAND BALLROOM SALONS II-III, LEVEL 2

SPEAKER: **ROB BERGER**, MARU/MATCHBOX

» 9:15 AM - 9:45 AM

THE DISRUPTOR'S GUIDE TO LIFE: HOW TO THRIVE IN A WORLD OF UNCERTAINTY » GRAND BALLROOM SALONS II-III, LEVEL 2

SPEAKER: **JACQUELINE ROSALES**, SOAPBOXSAMPLE

» 9:45 AM - 10:30 AM

IS THE RISE OF BEHAVIORAL DATA CHANGING THE RULES OF THE SAMPLING GAME? » GRAND BALLROOM SALONS II-III, LEVEL 2

MODERATOR: **DANIEL ROSS**, PRODEGEMR

PANELISTS: **MIKE CHAVARRIA**, SOAPBOXSAMPLE;

DANIELLE GIANOLA, SAPIENTRAZORFISH; **ELI PORTNOY**, SENSE360;

SIMON VAN DUIVENVOORDE, WAKOOPA

» 10:30 AM - 10:45 AM

NETWORKING BREAK » GRAND BALLROOM FOYER, LEVEL 2

» 10:45 AM – 11:15 AM

TEDSAMPLE » GRAND BALLROOM SALONS II – III, LEVEL 2

» 11:15 AM – 12:00 PM

THE GREAT SAMPLE DEBATE II » GRAND BALLROOM SALONS II – III, LEVEL 2

MODERATOR: JACQUELINE ROSALES, SOAPBOXSAMPLE

PANELISTS: BONNIE BRESLAUER, LIGHTSPEED;

MELANIE COURTRIGHT, RESEARCH NOW; MENDY ORIMLAND, PRODEGEMR;

SIMA VASA, PARADIGM SAMPLE; JAKE WOLFF, CINT

» 12:00 PM – 12:15 PM

CLOSING REMARKS » GRAND BALLROOM SALONS II-III, LEVEL 2

SPEAKER: MENDY ORIMLAND, PRODEGEMR

» 12:15 PM

BOXED LUNCH » GRAND BALLROOM FOYER, LEVEL 2