

Strategic International Senior Executive Forum
4th MARKET RESEARCH AND CONSUMER INSIGHTS FORUM

Examining how companies are gathering and utilising research and insights whilst exploring how they translate research and insights into action

7 & 8 October 2009, Crowne Plaza Amsterdam City Centre, Amsterdam

With the participation of leading experts:

Market Research Director for Consumer Insights, EMEA
KODAK

Consumer Insight & Market Research Manager, Europe, Middle East & North Africa
LEVI STRAUSS

International Market Research Director
SARA LEE

Director Corporate Consumer & Market Insights (CCMI)
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Head of Customer Experience
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Consumer Cultures Manager EMEA
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Head of Marketing Research Development
BRITISH AMERICAN TOBACCO

Managing Director
BUZZBACK MARKET RESEARCH EUROPE

Director of Consumer Insight & Value Proposition Global Marketing Management
PHILIPS ELECTRONICS

Head of Department Market Intelligence, Residential Market
KPN

Acting Director Research & Insight | Research
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Senior Director, Consumer Communications Group
ELECTRONIC ARTS

Director, International Strategic Marketing & Insights
ELECTRONIC ARTS

President and CEO
COMMUNISPACE

Consumer Research
KLM

VP of Consumer Market Intelligence
PHILIPS CONSUMER LIFESTYLE

Project Manager
INTERCONTINENTAL HOTELS GROUP

VP Marketing
ELSEVIER

ATTEND THIS MARKET RESEARCH AND CONSUMER INSIGHTS FORUM TO LEARN FROM THE LEADING GLOBAL CORPORATIONS SPEAKING ON:

- How the economic crisis affects the consumer
- Doing more with less when your budget and resources are cut
- Turning and translating insights and research into action
- Creating effective segmentation plans and profiles
- Discussing how insights are created and utilised in different companies
- Successfully gathering research and insights from online and web 2.0 tools

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