

making our mark

Market Research Society Conference 2009

Friday 14th August

Heritage Hotel & Spa du Vin, Pokeno, Auckland

Keynote Speakers

International Speaker

Jenny Williams
IdeaGarden, Australia

Duncan Stuart
Kudos Organisational Dynamics,
MRSNZ Life Member

With inspirational Celebrity Speaker

Jamie Fitzgerald
+7 industry speakers

Cost & General info

Early Bird \$750 + GST (based on twin share accommodation)
After 17th July \$820 + GST

Early Bird Day Rate \$600 + GST
After 17th July \$670 + GST

Registration fee includes

Morning and Afternoon Teas, Lunch, Cocktail Hour and Dinner. Full rate also includes accommodation for Friday night and Saturday Breakfast.

RSVP

Please RSVP to Claire at Secretary@mrsnz.org.nz

speaker profiles

**Jesvier
Kaur**

Founder, QZone

Jesvier is a fellow of MRSNZ and a regular presenter at NZ and overseas conferences. Her paper will examine an emerging new value system that impacts on the way people consume and the future for 'consumer culture'. It has implications for marketing and research, and the roles of brands in our lives. Jesvier will draw on research examples from the service and FMCG industries.

**David
Fougere**

Managing Director, Phoenix Research

David is a Fellow of MRSNZ and previous chairman of AMIRO. David's paper will examine research as legal evidence: the perils and thrills of wielding hidden influence in high places.

**Nadine
Bower**

Senior Research Manager, Focus Research

Technology has changed the world we live in. With Research 2.0 being the market research response to Web 2.0, and with Web 3.0 on the horizon, Nadine will provoke us with the implications for engaging with tomorrow's respondents.

**Nicola
Legge**

Research Manager, Synovate

Nicola will share her experiences and learnings on how research made its mark in a new and real way by leveraging the strengths of academic, public and private sectors. She will show how a consortium of research partners worked together, using a variety of data collection methodologies, to successfully deliver on a large scale, complex project for SPARC.

**John Kirkland &
David Bimlar**

Massey University

John and David will revive and explore "points of view" analysis to sorting data. To illustrate this technique, their examples will include actual products (brands of beer), social network data from primate behaviour, and job-sorting data from vocational research.

**Natalie
Richards**

Director, Versus Research

Natalie will explore the meaning of effective research – how it is defined, its impact on the role of researchers, and how it will be gauged in the future – drawing on insights from a variety of researchers and clients.

**Taija Peach &
Penny Turner**

Ministry of Social Development & Synovate

Taija and Penny will use a case study to show how research has made a difference to a government service, based on three success factors: development of a business partnership; the growth of trust as part of the working relationship; and effective and practical communication being the integral links between research and action taken.

speaker profiles

**Jenny
Williams**

Keynote International Speaker

Managing Director, Idea Garden

Jenny will share her insights on enabling and empowering organisations to meet the challenges and realise the opportunities in today's marketing and communications environment.

**Duncan
Stuart**

Keynote Industry Speaker

Managing Director, Kudos Organisational Dynamics

Duncan is a Fellow of MRSNZ and a prolific contributor to the research industry in New Zealand. His presentations are legendary and his paper at this year's conference will be sure to entertain, inform, inspire and motivate in his unique and powerful way.

**Jamie
Fitzgerald**

Celebrity Speaker

Early in 2007, Jamie became the first ever Kiwi to reach the South Pole unsupported on foot with fellow adventurer Kevin Biggar. This 52-day expedition created media attention world wide as they implemented a 'business-like' approach to reaching success.

Jamie also holds the world record for rowing across the Atlantic Ocean (5000km) in a tiny row-boat in 2003 (again with Biggar). The late Sir Edmund Hillary held a close relationship with the pair also, and was the patron for both of their campaigns.

Jamie is currently a consultant for an internationally operating change management business. Jamie will draw on his real life experiences and leadership abilities to share his insights on skills such as goal setting, communication techniques, dispute resolution and reaching objectives.