



**“Thinking Allowed”**

**MRSS Asian Research Conference  
in Singapore**

13<sup>TH</sup> June, 2008

9am – 5pm

The Stamford Ballroom  
Swissôtel The Stamford

**market  
research  
society**  
SINGAPORE



The inaugural MRSS Asian Research Conference is the easiest and **most affordable opportunity** to catch up with the momentous changes in the market research arena and to be inspired by a line-up of brilliant speakers from Singapore and abroad.

In co-operation with Market Research Societies in Australia, India, Indonesia, Japan, Malaysia, the Philippines, Thailand and Singapore we are bringing together twelve clients, researchers and planners for this dynamic one day event.

“THINKING ALLOWED” will be a place of convergence and networking for market research professionals, marketing and marketing services managers from public and private corporate end users, technology and service providers and other market research specialists interested in **new concepts and unconventional approaches** that will shape their thinking and help them enhance their results.

Top-level market research experts from Asia and beyond will present you the strategies and ideas behind some of the best research case studies. Award-winning speakers from the UK will join “local” clients such as Standard Chartered Bank, MTV, SingTel, Nokia, Y&R and well known researchers. A client panel will talk about what they want and a flock of agency planners will argue their case about the future and the research they’ll need.

In addition, two inspiring **pre-conference workshops** will provide updates on what is happening in the world of online qualitative research and how to crack market conventions and symbology to help clients make better decisions.

The “THINKING ALLOWED” conference provides a number of **excellent sponsorship and exhibition opportunities** to increase your organization’s profile and showcase your products and services to this effective platform for market research professionals and research buyers who aspire for greater heights in research results.

Make “THINKING ALLOWED” your research platform and let it reveal to you the most successful research practices that will help refine your marketing strategies!

**To find out more about exhibiting and sponsorship opportunities at this unique, targeted research industry platform contact Greg Coops at [greg.coops@asianstrategies.com](mailto:greg.coops@asianstrategies.com)/T: +65 9666 4754 or Ted Utoft at [tedutoft@gmail.com](mailto:tedutoft@gmail.com)/T: +65 82332191 and keep on checking [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg) for the latest news and programme updates.**



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Unconventional approaches  
in a new marketing era

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## Programme

Friday, 13 June 2008

### MORNING SESSION

- 08:00 *Registration and morning refreshments*
- 09:00 **Official Opening**  
CHONG LEE SAH  
MANAGING DIRECTOR, CLS RESEARCH SOLUTIONS, SINGAPORE  
PRESIDENT, MARKET RESEARCH SOCIETY, SINGAPORE
- 09:05 **Welcome & Introduction**  
GREG COOPS  
MANAGING DIRECTOR, ASIAN STRATEGIES, SINGAPORE  
CHAIRMAN OF CONFERENCE ORGANIZING COMMITTEE
- 09:15 **A Charm of Magpies**  
Many of the big “new” ideas in marketing insight over the years have involved non-market research thinking. What are the next big ideas that will shape thinking and practice in our sector? Where will they come from? What will be the barriers to innovation?  
ANDY DEXTER  
MANAGING PARTNER, TRUTH, UNITED KINGDOM
- 09:45 **The Future is Experience Data**  
Craig will share a case study on how Singaporeans interact with mobile phones and how this can be used for reliably understanding how the myriad of touch points impact on brand perceptions.  
CRAIG GRIFFIN  
MANAGING DIRECTOR, MESH PLANNING, SINGAPORE
- 10:15 **Harnessing the Growth Engine – Better Banking for Asian Corporates**  
How recent research has helped StanChart refine its B2B marketing strategies and how the bank intends to help its clients and make money in turbulent times.  
SUSAN BURRELL  
DIRECTOR OF CLIENT RESEARCH, STANDARD CHARTERED BANK, SINGAPORE  
GRAHAM TOCHER, REGIONAL DIRECTOR, TNS

- 10:45 *Morning networking & refreshments*
- 11:15 **If Yoda is so Clever, How Come He Can't Talk Properly**  
Or, "What the FBI taught me to make better and more effective communication".  
Learn how FBI profiling can help researchers and their clients.  
ROB CAMPBELL  
CREATIVE BRAND PLANNING DIRECTOR, Y&R, SINGAPORE
- 11:45 **Planners Panel: How We Can Better Utilize Research to Meet Our Needs**  
PLANNERS FROM: BATES ASIA, BBH, EURO RSCG, SAATCHI & SAATCHI, Y&R AND MORE...
- 12:15 *Networking luncheon*

## AFTERNOON SESSION

- 13:30 **Digital Wars: Attack of the Widget**  
Well-known Asian youth futurist Stewart will talk on the three pillars of youth – music, friends and content, with an emphasis on social networking and some research-relevant predictions on the future of the web.  
IAN STEWART  
VICE PRESIDENT, VIACOM BRAND SOLUTIONS INTERNATIONAL AND MTV NETWORKS ASIA
- 14:00 **Penetrating the Pleasure Dome – How Brands Can Access the Personal Universe of Asian Youth**  
If young ADD afflicted consumers are always moving on to the next big thing, how do some brands always manage to stick with them on this quest?  
Research with some leading-edgers and experts provides some answers.  
DALJIT KHANGURA & FLOYDD WOOD  
MANAGING DIRECTOR & SENIOR RESEARCHER, FLAMINGO ASIA PACIFIC
- 14:30 **Design for Use, Vision for Relevance – Turning Consumers into Designers**  
Nokia shares their exploration into design research by means of a design competition, allowing technology consumers in emerging markets to play their part in product innovation.  
YOUNGHEE JUNG  
SENIOR DESIGN MANAGER, NOKIA JAPAN
- 15:00 *Afternoon refreshments*
- 15:30 **How SingTel Uses Research to Stay Ahead**  
Mark will explain how Singapore's original telco has used research to stay ahead in one of the world's most dynamic and competitive landscapes  
MARK CHAMBERS  
DIRECTOR OF CUSTOMER KNOWLEDGE, SINGTEL/OPTUS, SINGAPORE
- 16:00 **Client Panel: What We Need from Researchers Now & in the Future**  
CLIENTS FROM: MTV, STANCHART, NOKIA, SINGTEL AND MORE...
- 16:30 **It's Not What You Say, it's the Way That You Say It"**  
Holistic research guru David Smith thinks we have done enough talking about whether market researchers should embrace more business consultancy skills. Now its time to work out exactly how we develop specific tools to deliver this more evidence-based consultative approach. Signed copies of his hugely successful book "The art and Science of interpreting Market research evidence" will be available at the conference.  
DR DAVID SMITH  
CHAIRMAN, DVL SMITH AGENCY, UNITED KINGDOM
- 17:00 *Cocktail Party and Presentation of "Best Paper Award"*
- 18:00 *End of the Conference*

# PRE-CONFERENCE WORKSHOPS

## **WORKSHOP 1:**

### **Exploring the world of online qualitative research – the quick think or the long think**

**Workshop Leader: Barbara Jones, Founder, Creative Catalyst Insights, Australia**

What is happening in the world of online qualitative research and how can leverage this online technology to best advantage? What are the emerging trends in online qualitative research – is it replacement to traditional qualitative research or does it enable research not otherwise possible from traditional methods?

Bring your laptop and learn about:

- The online environment – research modes and process: real-time/synchronous or over-time/asynchronous?
- Advantages and disadvantages of the modes versus traditional qualitative – when is it appropriate to use online versus offline technologies?
- Logistics & pitfalls to be aware of in your planning
- Not all platforms are equal - practical guidelines on selecting the appropriate software platform for qualitative research
- Insights to make your online research pack a bigger punch
- Emerging trends – Web2.0, blogs, wikis, virtual worlds, adding sight & sound to text. Beyond research – harvesting the knowledge within

**9 – 12 noon, Thursday 12 June, 2008**

## **WORKSHOP 2:**

### **“Using Semiotics to Unearth Fresh Insights”**

**Workshop Leader: Ellen Baron, Director, ruby cha cha, Australia**

An inspiring three hour journey in how to crack market conventions and symbology to help clients make better marketing decisions.

Ellen will lead participants into an introductory programme on semiotics...

- the philosophy of and approach to semiotics for marketing
- using a category ‘lens’ to search for market conventions and where the blockages and pathways lie
- how consumers might unconsciously interpret and organise this visual information to produce meaning
- how to provide clients with frameworks for evaluation and development of packaging, promotional and advertising briefs.

**2 – 5 PM, Thursday 12 June, 2008**

## MRSS ARC PROGRAMME COMMITTEE

### **Greg Coops**

ASIAN STRATEGIES (CHAIRMAN MRSS ARC)

### **Chong Lee Sah**

CLS RESEARCH SOLUTIONS

### **Sheonagh Kennedy**

ASIAN STRATEGIES

### **Frank Boey**

JOSHUA RESEARCH CONSULTANTS

### **Melanie Ng**

TNS

### **Ted Utoft**

INDEPENDENT RESEARCHER

### **Chan Siew Hoong**

NOKIA

### **Abhishek Soti**

SAFFRON HILL RESEARCH

### **Wong Wen Ni**

RESEARCH INTERNATIONAL

### **Merry Sri**

RESEARCH INTERNATIONAL

## CONTACT US

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13-14 June, 2008  
9am – 5pm  
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Swissôtel The Stamford

## 5 easy ways to register

Phone : +65 6334 2775  
Fax : +65 6339 8230  
On-line : [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg)  
Email : [theresa\\_wong@mrssingapore.org.sg](mailto:theresa_wong@mrssingapore.org.sg)  
Post : Market Research Society Singapore  
Attn.: Theresa Wong  
75 Bukit Timah Road, #03-02  
Boon Siew Building, Singapore 229833

Registration	Before May 15 2008	After May 15 2008	MRS Members	MRSS Members
1 day conference + workshop 1 & 2	<input type="checkbox"/> S\$400	<input type="checkbox"/> S\$480	<input type="checkbox"/> S\$320	<input type="checkbox"/> S\$280
1 day conference + 1 workshop	<input type="checkbox"/> S\$300	<input type="checkbox"/> S\$360	<input type="checkbox"/> S\$240	<input type="checkbox"/> S\$210
1 day conference + workshop 2	<input type="checkbox"/> S\$300	<input type="checkbox"/> S\$360	<input type="checkbox"/> S\$240	<input type="checkbox"/> S\$210
1 day conference only	<input type="checkbox"/> S\$250	<input type="checkbox"/> S\$300	<input type="checkbox"/> S\$200	<input type="checkbox"/> S\$175
Pre-conference workshop 1 & 2	<input type="checkbox"/> S\$250	<input type="checkbox"/> S\$300	<input type="checkbox"/> S\$200	<input type="checkbox"/> S\$175
Pre-conference workshop 1 only (excl. lunch)	<input type="checkbox"/> S\$150	<input type="checkbox"/> S\$180	<input type="checkbox"/> S\$150	<input type="checkbox"/> S\$125
Pre-conference workshop 2 only (excl. lunch)	<input type="checkbox"/> S\$150	<input type="checkbox"/> S\$180	<input type="checkbox"/> S\$150	<input type="checkbox"/> S\$125

MRS Members: MRS Australia, India, Indonesia, Japan, Malaysia, Philippines and Thailand  
MRSS Members: MRS Singapore individual and corporate

**Conference registration package includes:** Admission to all conference sessions; admission to cocktail reception; all refreshments and networking luncheon; conference documentation including list of participants and free access to the exhibition

### Please register

Name \_\_\_\_\_  
 Job title \_\_\_\_\_  
 Email \_\_\_\_\_  
 Company/  
 Organisation \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_

### Method of payment

Bank Transfer  
 Crossed cheque payable to  
 Market Research Society Singapore  
 Please invoice me

Signature \_\_\_\_\_

### Venue and hotel accommodation

**VENUE**  
 Swissôtel The Stamford, The Stamford Ballroom  
 2 Stamford Road, Singapore 178882  
 Tel: +65 6338 8585 Fax: +65 6338 2862

**HOTEL ACCOMMODATION**  
 The conference fee does not include hotel accommodation. Please make your bookings directly with the hotel and state that you are a delegate at MRSS's conference "THINKING ALLOWED". Please book early to avoid disappointment.

**PAYMENT**  
 Payment must be received before the conference to guarantee your place. Should you be unable to attend, a substitute is welcome at no extra charge. A 50% refund and the conference documentation will be provided for cancellations received in writing up to 14 days before the event date. No refunds will be made for cancellations received less than 2 weeks prior to the event. MRSS reserves the right to cancel or alter the content and timing of the program or the identity of speakers for reasons beyond its control.

**BANK TRANSFERS**  
 Payment by bank transfer must quote the delegate name and transfers should be made to United Overseas Bank Ltd, UOB Main, 80 Raffles Place UOB Plaza 1, Singapore 048624. Account name: Market Research Society Singapore  
 Account No. 7375-001-1013141784  
 Swift Code: UOVBSGSG

Please FAX completed form to Theresa Wong at (65) 6339 8230 or  
EMAIL form to [theresa\\_wong@mrssingapore.org.sg](mailto:theresa_wong@mrssingapore.org.sg)