



ESOMAR BEST OF ROMANIA 2011

Bucharest / May 23rd, 2011

ESOMAR has the pleasure to invite you to our *BEST OF* event in Romania. The event is a partnership between ESOMAR Romania and Marketing Faculty of the Academy of Economic Studies (ASE) Bucharest, and will be hosted by the ESOMAR representative for Romania, Alina Serbanica.

ESOMAR will showcase the diversity and talent in the market research industry and its members at the May 23rd "*ESOMAR - BEST OF*" event that will take place at the premises of the Academy of Economic Studies (ASE) in Bucharest.

The program hosts a dynamic agenda, with the following speakers:

Nayeli Tusche, Hyve, Germany
Annelies Veghaghe, InSites, Belgium/Romania
Alina Serbanica, IIS Romania (Ipsos)

Topics will be ranging from migration to the digital world to natural conversations in social media. For more information please see programme below.

This meeting is open for all ESOMAR and SORMA members, and for the future potential market research specialists currently attending the marketing/ market research classes at the Faculty of Marketing - ASE, Bucharest.

This free half-day event is an excellent opportunity for you to meet with our members and to network with some of the most influential names in the Romanian MR industry.

Please note that seats are limited, so contact h.parker@esomar.org with your name, email address and Company name, to confirm your place by Monday - May 16th, 2011. All guests are welcome.

Venue: Faculty of Marketing, Academy of
Economic Studies (ASE) Bucharest,
6th P-ta Romana

Room:
Amphitheatre 1 - Ground floor, ASE
(Amfiteatru 1)

Date: May 23rd, 2011

PROGRAMME	
10.30 - 10.45	<p>Opening and Welcome by Alina Sebranica, ESOMAR Representative, Romania</p>
10.45- 12.15	<p>MASTERCLASS From Off-line to On-line Nayeli Tusche, Hyve, Germany</p>
12.15- 12.45	<p>Synergizing natural and research communities Towards a perfect synergy between listening into conversations on 'natural', and on 'research communities' <i>Annelies Verghaeghe, InSites, Belgium/Romania</i> Research panels are under a lot of pressure: response rates are clearly in decline. It has never been harder to motivate people to participate in all different types of research. Thanks to the rise of social media, a whole new stream of consumer information became available. By using methods like 'social media netnography' in which online conversations and stories are observed, researchers can dig into this online source of textual and visual information to not only find the answer to research questions, but also to get answers on questions they did not ask. In this context, the dominance of interviewing as a research technique can be questioned.</p> <p>Unfortunately, not all questions can be answered by observing online conversations as we always will have questions that need to be addressed through interviewing. How to ask these questions best? An authentic, interactive and engaging way to get connected with contemporary consumers are 'research communities': participants are brought together on an asynchronous discussion platform around a research topic of the groups common interest.</p>
12.45- 13.00	<p>Online methodology - quality focus IIS/Ipsos Online Quality program - Alina Serbanica, IIS Romania</p>
13.00- 13.25	<p>Discussion</p>
13.25- 13.30	<p>Closing by Alina Sebranica, ESOMAR Representative, Romania</p>
13.30- 14.30	<p>"Get to know" (invitation to a coffee break) Room: 1401 (Faculty of Marketing, 4th Floor, ASE)</p>

SPEAKER PROFILES

Nayeli Tusche, Hyve, Germany

Nayeli Tusche has been part of the Innovation Research Team since 2009. She started as an intern, later on as a working student and now supports the team as a project manager. Nayeli studied Cognitive Psychology at the University of Maastricht in the Netherlands and specialized in the stimulation of creative and innovative ideas within groups and individuals. She complemented her psychology studies with the Master of Consumer Science at the Faculty of Business of the Technical University of Munich. In her master's degree Nayeli focused on Sustainability Marketing and Open Innovation Processes (e.g. Netnography and Lead Users Method). In order to explore and research consumers, their behavior, attitudes as well as their needs and motives, Nayeli combines online methods (e.g. social media and online community analyses) as well as offline research techniques (e.g. qualitative interviews and ethnographic research). Particularly in the context of international projects, Nayeli draws upon her international background and sophisticated language skills (five languages), which she constantly developed during her former international tennis career and various places of residence around the world.

Annelies Verghaeghe, InSites, Belgium/Romania

Annelies Verhaeghe is Senior Consultant at the ForwaR&D lab department at InSites Consulting. At the ForwaR&D Lab's she is in charge of the development of new methods and tools which enable us to fill blind spots in consumer understanding. Currently, she is engaging in online observational research and text analytics but in the past she has been involved in connected research, online panel research and innovation research.

Alina Serbanica, IIS Romania (Ipsos)

Alina Serbanica is Senior Vice President at Ipsos Interactive Services, leading the Global Access Panels department in charge with online respondent access, sampling, data base maintenance and online quality programs. She has over 15 years experience in market research and is the current ESOMAR Representative in Romania.