



ESOMAR BEST OF ROMANIA 2012

Bucharest / 7 MAY

ESOMAR is pleased to invite you to our 'Best of' event in Bucharest, 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 Alina Serbanica, ESOMAR Representative for Romania.

Join us in Bucharest as we discuss a diverse range of topics currently influencing the market research sector including: online activity based research, particularities of consumer behavior in Romania, mobile research, online vs. offline research.

The programme hosts a dynamic agenda of speakers:

Alina Serbanica, ESOMAR Representative, Romania
Nicolae Pop and **Corina Pelau**, University of Bucharest
Nicole Reinhold, Socratize, Italy
Annelies Verhaeghe, InSites Consulting, Belgium/Romania

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.

DETAILS

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

Date: Monday, May 7th, 2012

REGISTRATION

This **free half-day event** is an excellent opportunity for you to meet with your ESOMAR Representatives and to network with some of the most influential names in the industry.

Please note there is **limited space**. Be sure to register early through our website <http://www.esomar.org/boe-romania-2012> to confirm your place. Registration will be available online shortly.

PROGRAMME	
10.00 – 10.15	OPENING AND SETTING UP THE SCENE Alina Serbanica, ESOMAR Representative, Romania
10.15 – 10:30	ASE Representative TBD (ASE Rector / Faculty of Marketing Dean)
10:30 – 10.55	Particularities of Consumer Behavior in Romania Development of Marketing relationship strategies depending on consumer's characteristics Nicolae Pop & Corina Pelau, University of Bucharest, Romania
10.55 – 11.30	Online activity based research Overcoming questions and answers Nicole Reinhold, Socratize, Italy
11.30 – 11.45	Discussion
11.45 – 12.45	FISHBOWL Online Research in Romania Moderated by Annelies Verhaeghe, InSites Consulting, Belgium/Romania
12.45 – 13.00	Closing Alina Serbanica, ESOMAR Representative, Romania
13.00 – 14:30	Getting to know (Invitation to a coffee break) Room: 1401 (Faculty of Marketing, 4 th floor, ASE)

SPEAKER PROFILES

Alina Serbanica

Alina Serbanica is Senior Vice President at Ipsos Interactive Services (Ipsos), leading the Global Respondent, Access & Engagement (RAES) organization in charge with online respondent access' platforms/systems/tools, data base maintenance, methods and best practices (sampling, online quality programs). She has 20 years experience in market research and is the current ESOMAR Representative in Romania.

Nicole Reinhold

Nicole Reinhold is working as an independent Research & Innovation Consultant researching people's behavior, lifestyle and business trends and translating them into business practices. Her research interest focus on the online domain and how web tools influence market research practices. She has worked and published on online panels, new marketing practices, virtual worlds and qualitative online research methods. Nicole combines her research skills with consulting skills. She facilitates workshops and creates strategic frameworks, especially for innovation projects. Her interests lie in complex B2B environments, new technology, and social media. Previously, Nicole has 14 years of international work experience. She worked in R&D at Daimler Benz and E-Business within Philips Consumer Electronics and Philips Design. She published and trained at ESOMAR, Philips and AIOR. In 2009 Nicole founded SOCRATIZE to provide research and creative services.

Annelies Verhaeghe

Annelies Verhaeghe is the Division Manager of InSites Consulting Romania. In addition to the daily operations in Romania, she is a Senior Manager at the ForwaR&D lab department of InSites where she is responsible for innovation. She has an interest in consumer insights and neo-observational research techniques such as multimedia ethnography & social media netnography. Annelies won the ESOMAR Young Researcher of the year Award in 2009 and has been a regular speaker at ESOMAR and other market research events and has several publications in academic and trade journals.

SPEAKER ABSTRACTS

Particularities of Consumer Behaviour in Romania

Development of Marketing relationship strategies depending on consumer's characteristics
Nicolae Pop & Corina Pelau, University of Bucharest, Romania

In this presentation there are analyzed the typologies of the Romanian consumer behavior and the marketing strategies companies should develop in order to convince the consumer to buy their products. Based on an experiment about the cognitive and emotional reactions of the Romanian consumer towards several product groups, there have been identified 6 clusters of consumers. For each of the clusters there have been determined the characteristics, which were associated to different influencing factors such as the traditional Romanian behavior, reactions determined by the market situation before the Revolution from 1989 as well as modern western factors. Depending on these characteristics, there were made recommendations for the marketing and relationship marketing strategy of companies.

Online activity based research Overcoming questions and answers

Nicole Reinhold, Socratize, Italy

FISHBOWL Online Research in Romania

Annelies Verhaeghe, InSites Consulting, Belgium/Belgium

This session aims to discuss:

Online vs. offline – faster, accurate, authentic respondents;

Qualitative research via online collecting data;

Mobile research – mobile perceived also through mobile device (laptops, tables, smart phones etc.).