

**ESOMAR**LIVE

# CEE RESEARCH FORUM 2014

Bucharest / 23-24 March

East Connection:  
A New Mindset

Programme

**ESOMAR**  
WORLD RESEARCH



# CEE RESEARCH FORUM 2014

The Eastern European Countries, while preserving their own identities, have become more (inter) connected to Western Europe and the rest of the world thanks to new technologies and social media developments. Borders are vanishing in the digital space where hyper-connected consumers are on the rise.

So, just how different (and similar) is the CEE region in comparison to the rest of the world? How is market research playing a pivotal role in breaking boundaries and facilitating a new cultural and business mindset for the region?

ESOMAR is proud to host the third edition of our CEE Research Forum in beautiful Bucharest. Gain exclusive access to business case studies, innovative research methodologies, regional country findings and top-level master classes.

ESOMAR CEE Research Forum - the research event tailored for the region!

## PROGRAMME COMMITTEE

### **Alina Serbanica\*** (Committee Chair)

Senior Vice President - Global Respondents Access & Engagement Services (RAES)  
Ipsos Interactive Services, Romania

### **Tatiana Barakshina\***

Research Director, [Bazis Intelligence Group\\*](#), Russian Federation

### **Jiří Michal**

Manager Consumer Insights  
Biscuits CEE, Mondelez International, Czech Republic

### **Larisa McAndrew**

Manager Consumer Insights  
Coffee CE, Mondelez International, Romania

### **Robert Zydel**

Consumer Insight Director,  
Saatchi & Saatchi Think Tank, Poland

## VENUE

### **Novotel Bucharest City**

Centre Hotel Calea Victoriei  
37B Sector 1 010061  
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# PROGRAMME

## Sunday 23 March

16.00 - 19.00	<b>FORUM REGISTRATION</b>
19.00 - 19.30	<p><b>Bubbling Welcome @Bar 37 (Lobby Level)</b> For members only</p> <p>An exclusive welcome for our members by <i>Tatiana Barakshina*</i>, ESOMAR Council and <i>Alina Serbanica*</i>, ESOMAR Representative in Romania.</p>
19.30 - 21.00	<b>WELCOME RECEPTION</b>

## Monday 24 March

09.00 - 09.05	<p><b>OPENING</b> <i>Tatiana Barakshina*</i>, ESOMAR Council member</p>
09.05 - 09.10	<p><b>WELCOME</b> <i>Alina Serbanica*</i>, ESOMAR Representative for Romania</p>
09.10 - 09.15	<p><b>Introduction to programme and opening keynote</b> <i>Alina Serbanica*</i>, Programme Committee Chair</p>
09.15 - 09.40	<p><b>OPENING KEYNOTE SPEAKER</b> <i>Michael Koch, Founder and CEO, Catalyst Worldwide, USA</i></p> <p><b>CROSS-CULTURAL MEDLEY</b></p>
09.40 - 10.00	<p><b>Brand Growth 2.0</b> The only global language in a local dialect <i>Raluca Răschip, GfK*, Romania</i></p>
10.00 - 10.20	<p><b>Driving a Responsible Behaviour. Illusion or Reality?</b> A research on responsible drinking messages <i>Yvan Goupil*, SABMiller, Switzerland</i></p>
10.20 - 10.30	<b>Q&amp;A</b>
10.30 - 10.35	<b>SPONSORS FAST TRACK</b>
10.35 - 11.00	<b>Networking break</b>

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# PROGRAMME

	<b>BUSINESS BOOST</b>
11.00 - 11.05	<b>Introduction by session chair</b>
11.05 - 11.25	<b>How to Motivate People to Save More Money</b> <i>Dominika Maison*</i> , <i>Dom Badawczy Maison, Poland</i> <i>Tomasz Opalski, ING Bank, Poland</i>
11.25 - 11.45	<b>Silver Age in CEE</b> How are people aged 50+ doing nowadays in comparison with the “Westerners”? <i>Lenka Korečková, Millward Brown, Czech Republic</i> <i>Petr Kubánek, Česká spořitelna, Czech Republic</i>
11.45 - 12.05	<b>Research Insights</b> Strategic business partners of The Rompetrol Group <i>Adriana Dogaru, The Rompetrol Group, Romania</i>
12.05 - 12.25	<b>Radler, a Refreshing Beer Mix</b> The antidote to a plunging beer market in Romania <i>Codruta Berbecaru, Heineken International*, Netherlands</i> <i>Panicos Christopoulos*, 360insights*, Romania</i>
12.25 - 12.45	<b>Discussion</b>
12.45 - 14.00	<b>Lunch</b>
	<b>CONSULTING CAPSULE</b>
14.00 - 14.05	<b>Introduction by session chair</b> <i>Robert Zydel, Saatchi &amp; Saatchi Think Tank, Poland</i>
14.05 - 14.20	<b>Telling Visual Tales</b> The role and condition of data visualisation in the MR industry <i>Mateusz Galica, TNS Polska, Poland</i>
	<b>CLIENT'S CAFÉ - A BUSINESS RESEARCH TALK SHOW</b>
14.20 - 14.25	<b>Introduction by session chair</b> <i>Robert Zydel, Saatchi &amp; Saatchi Think Tank, Poland</i>

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14.25 - 14.55	<p><b>Structural Collaboration with Consumers in Central &amp; Eastern Europe</b></p> <p><b>Moderated by:</b>  <i>Annelies Verhaeghe*</i>, Head of Research Innovation, InSites Consulting*, Romania  <i>Tom De Ruyck*</i>, Head of Research Communities, InSites Consulting*, Belgium</p> <p><b>Participants:</b>  <i>Ana Oglindoiu</i>, Senior Marketing Research Expert, ING Bank, Romania  <i>Ioana Ban</i>, Market Research Analyst, Vodafone, Romania</p> <p><b>INTERACTIVE MINI-WORKSHOP ADVANCED PLAYSHOP</b></p>
14.55 - 15.00	<p><b>Introduction by session chair</b>  <i>Robert Zydel</i>, Saatchi &amp; Saatchi Think Tank, Poland</p>
15.00 - 16.00	<p><b>Games for Research</b>  An evolution in online surveys  <i>Betty Adamou</i>, Research Through Gaming, UK</p>
16.00 - 16.20	<p><b>Networking break</b></p>
	<p><b>DIGITAL FUTURES (FAST TRACK)</b></p>
16.20 - 16.25	<p><b>Introduction by session chair</b>  <i>Tatiana Barakshina*</i>, Bazis Intelligence Group, Russian Federation</p>
16.25 - 16.40	<p><b>Facing the Internet Landscape Changes</b>  Multi-platform online audience measurement  <i>Lauris Lietavietis</i>, Gemius, Poland</p>
16.40 - 16.55	<p><b>Using Digital and Mobile Data Tools in the Mobile Consumer's Research</b>  <i>Daria Zenkovich</i>, Nokia, Russian Federation</p>
16.55 - 17.10	<p><b>Digitised City</b>  Innovative OOH visibility measurement  <i>Bartosz Barański</i>, Ströer Group, Poland  <i>Marek Biskup</i>, Millward Brown, Poland</p>
17.10 - 17.20	<p><b>Discussion</b></p>

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# PROGRAMME

17.20 - 17.25

**Introduction to closing keynote**

*Tatiana Barakshina\**, *Bazis Intelligence Group, Russian Federation*

17.25 - 17.50

**CLOSING KEYNOTE SPEAKER**

**Digital Detox**

The Ultimate Guide To Switching Off!

*Alex Drozdovsky, Creative Strategic Lead, BBDO Worldwide, Russian Federation*

17.50 - 17.55

**PROGRAMME SUMMARY**

*Alina Serbanica\**, *Programme Committee Chair*

17.55 - 18.00

**CLOSING**

*Tatiana Barakshina\**, *ESOMAR Council member*

18.00 - 18.30

**FAREWELL DRINKS**

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# app



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Online Market Intelligence (OMI) is a leading online panel provider for marketing research in Russia, Ukraine, Kazakhstan, Belarus, and the Baltic states. OMI online panels consist of over 600k consumers, 150k vehicle owners, 20k IT professionals, 82k physicians, and 300k patients. OMI also has Mobile consumer panel of 20k people. Our panels are in full compliance with ESOMAR and CASRO standards. OMI is the only research company in Russia that holds the Gold Certificate for quality and consistency awarded by Mktg Inc. Besides the fieldwork, we provide questionnaire translation and survey programming.

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We would like to thank our sponsors and those who have provided their services, expertise and support to make this year's CEE Research Forum a success.

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**SurveyCloud**

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1035 Budapest, Kerék utca 80,  
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Fax: +36 1 700-2085  
E-mail: [bodi@geox.hu](mailto:bodi@geox.hu)  
Skype: [bodi.matyas](https://www.skype.com/name/bodi.matyas)*

GeoX Ltd. supports field-work data collection projects with its own-developed CAPI software, called SurveyCloud and the linked workflow management system at numerous European countries and in the Middle-East North-Africa (MENA) region as well.

The main scope is quantitative researches (face-to-face, door-to-door, mystery shopping, etc.), but any kind of data collection - conducted on the field - can be supported and upgraded by SurveyCloud.

Using the system can revolutionize your research and put it into another dimension! Just to highlight some cutting-edge solution offered;

- GPS-based tracking of interviewers on a live map,
  - rich multimedia support in the questionnaire design (video, sound, image can be added),
  - enabled off-line/on-line data collection,
  - multilingual environment,
  - quota/sample management, CATI system can be integrated, etc.
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SSI is the premier global provider of sampling, data collection and data analytic solutions for survey research, reaching respondents in 86 countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 25 offices in 18 countries, offering sample across every mode, online and CATI data collection, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 3,300 employees serve more than 3,000 clients worldwide. For additional information, please visit [www.surveysampling.com](http://www.surveysampling.com).

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### Event partner



Novotel Bucharest City Centre is one of the 400 Accor Hotels that has enrolled in the “Plant for the Planet: Billion Tree Campaign” launched by the United Nations Environment Programme (UNEP). This innovative global reforestation program aims to reinvent the common practice in hotels: the reuse of bath towels by customers. With the motto “Here, your towels plant trees” and the formula “5 towels reused = 1 tree planted”, the 1000 Group hotels already participants show to each customer the meaningful of the gesture.

For more information on involvement in sustainable development program please visit Accor Group Planet 21 Programme

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### Official knowledge partner



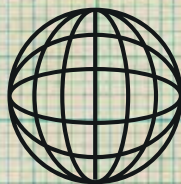
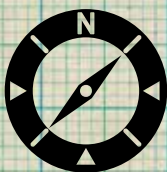
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# ESOMAR LIVE GOES GREEN

Dear Delegate!

ESOMAR is going green and we are excited to update you on some of our current initiatives! For CEE Research Forum 2014 we have:

- 🌿 Created a digital list of participants to avoid unnecessary use of paper.\* We encourage you to only print if needed.
- 🌿 Switched to environmentally-friendly printing for our programme and other printed materials.
- 🌿 Made all presentation abstracts accessible online via our website and our ESOMAR LIVE event app.
- 🌿 Selected a venue which is one of 400 Accor Hotels enrolled in the “Plant for the Planet: Billion Tree Campaign” launched by the United Nations Environment Programme (UNEP).

**Join us in helping to make the world greener!**  
**The ESOMAR Team.**

\* Included within your final delegate letter, received few days prior to the event. If you have inquiries please do not hesitate to visit our registration desk where the ESOMAR staff will be happy to help you. Enjoy the experience!







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ESOMAR will not accept liability for any losses and/or damages participants may suffer on account of an alteration or cancellation.

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