

INVITATION



RESEARCH 60 MINUTES

A POWER HOUR FROM IRELAND'S
BEST RESEARCH AGENCIES

On behalf of all **AIMRO members** you are invited to

Research 60 Minutes -

a showcase of strategic insights from **AIMRO members** who deliver results from across the research spectrum.

Date - Wednesday 26th September

Time - 0800 - 0945 (latest)

Location - The Sugar Club, Leeson Street, Dublin 2

RSVP valda@vbpr.ie before Thursday 20th September
Phone queries contact Valda Boardman PR +353 86 2330083

SCHEDULE

08.00	Tea / Coffee / Pastries
08.30 sharp	Presentations Begin
09.30	Summation delivered by Peter Nash, Tourism Ireland



RUNNING ORDER OF PRESENTATIONS

1. **Mercator:** Beyond Consumers: The Value of Researching your business' other Stakeholders
2. **W5:** Employee Engagement
3. **Coyne:** Creative Testing: Top Tips
4. **Core:** Design Thinking for Research
5. **Red C:** Using AI for social media analysis
6. **B&A:** Roots of Insight
7. **IPSOS:** When difference does not mean different: understanding cultural bias in global research studies
8. **Kantar Milliard Brown:** Disruption for Brand Growth
9. **Spark:** I am not an algorithm. The versions of "me"



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