

Be sure to scroll down to see schedule information

FUN STUFF

Tag and Win #BestQuirksVirtual

Get social on LinkedIn and win some great prizes. Post photos of the items below and tag #BestQuirksVirtual on LinkedIn. If our editors select your picture, you will win the glory and the prize!

Categories:

- **Most unique home office set-up**
Prize: \$20 Starbucks gift card
- **Cutest pet at the event**
Prize: \$25 Petco gift card
- **Best cocktail/mocktail during the July 14 | [What'cha Drinkin happy hour](#) at 4:00 p.m. (CDT)**
Prize: \$15 iTunes gift card
- **Most interesting work from home "co-worker"**
Prize: \$20 Walmart gift card
- **Best [Sculpt Yoga](#) pose during the yoga class on July 14 | at 12:30 p.m. (CDT)**
Prize: \$20 Lululemon gift card
- **Best home office view**
Prize: \$20 Amazon gift card

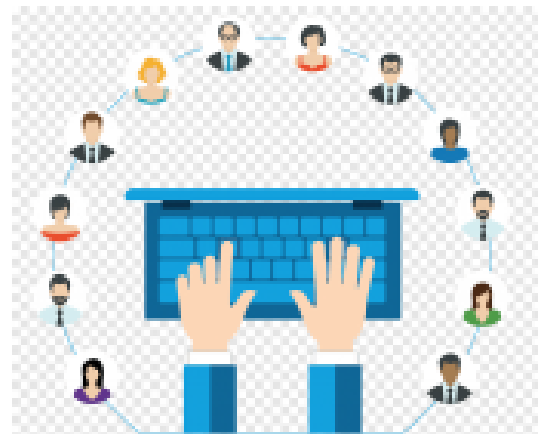


Game On! Win Prizes!

The Quirk's Event Virtual platform has numerous activities and ways to learn and interact with the industry. You can earn points throughout the 3 days. The top two-point leaders will win prizes and everyone else who earns 1,500 points or more will be entered into a drawing to win great prizes.

How you can earn points:

- Create a profile
- Post a hello world video
- Post a rant & rave video
- Comment on posts in Message Wall
- Post a message



- Attend sessions
- Ask five in session questions
- Visit the Networking Lounge
- Visit the Roundtable area
- Start discussions
- Connect with attendees
- Visit sponsor or exhibitor
- Swipe badge with an exhibitor
- Download Exhibitor's content

What can I win?

- 1st place: \$150 Amazon gift card
- 2nd place: \$100 Amazon gift card
- \$200 VISA egift card – Focus Forward
- Sony Electronics SRS-XB22 Extra Bass Portable Bluetooth Speaker – itracks
- \$100 gift card – Ironwood Insights
- Textbook: *Analytics for Customer Insights: A Non-Technical Introduction* by Chuck Chakrapani – University of Georgia & MRII
- \$100 American Express gift card – Marketing Systems Group
- \$1,000 worth of E-Tabs software – E-Tabs
- One free consulting hour with an eye tracking research expert (\$250 value) – Tobii Pro
- \$100 gift card - Multilingual Connections
- Airpod Pros – Big Sofa
- InsightsNow Consumer Behavior Report! (\$375 value) – InsightsNow
- \$50 gift card – Optima Research Group
- One-year license to ProvalisText Analytics tools (QDA Miner + WordStat + SimStat). \$3318 value. – Provalis Research
- \$50 Target gift card – Quirk's Media
- \$50 Best Buy gift card – Quirk's Media

SCHEDULE

Day 1, Tuesday July 14

NOTE: All times are listed in Central Daylight Savings Time (Chicago time zone)

July 14 | 8:30 - 9:00

Room 1: Go agile! How to apply agile principles to early innovation development and testing
Fastuna and Bayer

Room 2: Be more than a forgotten footnote: Improve the activation of research and insights in your organization
Constellation Brands

Room 3: The power of a pivot: What is the COVID-19 pandemic teaching us and what are the pivotal effects on our industry?
Kantar

Room 4: Neuro-physiological techniques for CX and UX research
Verizon

July 14 | 9:10 - 9:40

Room 1: Deeply understanding the 'why' – how to leverage the power of video for consumer connection
Medallia LivingLens and Buzzback

Room 2: Trends in the time of COVID-19: What does the before and after look like?
in4mation insights

Room 3: Needs-based segmentation, without the survey
Discover AI

Room 4: How much enjoyment can an indulgent snack really bring when life gets in the way?
Curion and Mars Wrigley

July 14 | 9:50 - 10:20

Room 1: The road to insights transformation: A conversation with Mars' Jessica Southard
Zappi and Mars

Room 2: Panning for gold: Using AI and machine learning to ensure the purity of your data
PureSpectrum

Room 3: Retool your insights toolbox in the new normal
La Sridhar (formerly of Molson Coors)

Room 4: Tapping organizational change to increase market research relevance
Digsite and Hormel Foods

July 14 | 10:30 - 11:00 – *General Session presented by Dynata*

Room 1: Global consumer trends COVID-19: What will it take to get customers to return?
Dynata

July 14 | 11:10 - 11:40

Room 1: How to measure brand purpose at the speed of culture
Converseon

Room 2: Worth more than 1,000 words: Using consumer-generated video
Cargill

Room 3: 7 steps for building a scalable DIY research program that influences business growth
SurveyMonkey

Room 4: COVID-19 behaviors breakdown: How Tyson Foods used conversational insights to predict shifts in routines amidst COVID-19
Reach3 Insights and Tyson Foods

July 14 | 11:50 - 12:20

Room 1: The Consumer NOW Index: Leveraging automation to create an ongoing benchmark of radically changing consumer behavior
quantilope

Room 2: Zero to sixty (concepts) in the blink of an eye: How the sausage is made
Johnsonville, C+R Research and Ideas To Go

Room 3: The role of analytics tools in modernizing competitive insights
SAP

Room 4: The new normal in market research: Delivering tracking survey insights in 24 hours
Crunch.io

July 14 | 12:30 – 1:15

Roundtable Section – Lunch & Learn Roundtables

Networking Section – Sculpt Yoga Class

July 14 | 1:30 - 2:00 – *General Session presented by Prodege*

Room 1: Collect moments instead of things: Consumer insights toward shopping for the 2020 holidays

Prodege and Lisa Miller & Associates

July 14 | 2:10 - 2:40

Room 1: Rapid-fire claims testing amongst different constituencies: The complete picture: “The Dr. and Mom – One Team One Solution”

Toluna and Reckitt Benckiser

Room 2: Counterintuitive thinking: Reframing research baseline assumptions

FaderFocus

Room 3: Which one is not like the other? The differences between UX and market research

eMoney Advisor

Room 4: Optimize your B2B research: An overview of best practices in survey design, sample quality and red herring research

InnovateMR, LRW and AT&T

July 14 | 2:50 - 3:20

Room 1: Time to get uncomfortable: A panel discussion on diversity and inclusion

Zappi, CORE, System1, MRS Pride and Cint

Room 2: Ride the ripples or get soaked: How to build on consumer disruption

20/20 Research

Room 3: Purdue University Masterbrand: Finding the essence

Purdue University and Brandtrust

Room 4: A look ahead into a distant world not that far away

Suzy

July 14 | 3:30 - 4:00

Room 1: Mind modeling: Identifying Cheez-It's distinctive attributes

Quester and Kellogg's

Room 2: The human factors: Decoding consumer decision-making amid disruption

Chadwick Martin Bailey

Room 3: Managing the future of in-person market research

Civicom and L&E Research

Room 4: Gender in sports ads: How (non)traditional roles affect brand equity

EyeSee and Twitter

July 14 | 4:00 to 5:00

Roundtable Section – What'cha Drinkin'? Happy Hour

Day 2, Wednesday July 15

NOTE: All times are listed in Central Daylight Savings Time (Chicago time zone)

July 15 | 8:00 - 8:30

Room 1: Breaking boundaries with a single multi-methodology platform delivering the impact of COVID-19 insights
Panelbase and Decision Juice

Room 2: Assessing the case for multi-methodology programs: Just a mish-mash or genuine integration for better strategic outcomes
Premier Foods and Truth Consulting

Room 3: The future of research post-COVID: Plus ça change
MRS

Room 4: Making insight more agile
Ipsos MORI

July 15 | 8:40 - 9:10

Room 1: Advertising to consumers in the evolving pandemic
Dynata

Room 2: Your insight hub: The source of truth, maybe
Methodify by Delvinia

Room 3: How the sausage gets made: A recipe for brand growth in a mature category
ProtoBrand and Tyson Foods

Room 4: Accelerating the evolution of insight
IMA

July 15 | 9:20 - 9:50

Room 1: Adaptive cultures and emergent organizational design: Why you should focus on nurturing culture to create meaningful change
Zappi

Room 2: Thought leadership research: A labor of love
Voya Financial and LRW

Room 3: Wake up, Tracker, and make yourself useful – It's 2020!
C+R Research

Room 4: The newest methodologies for some of the world's oldest questions: Using AI to explore shopper needs and development ideas for Durex
Discover AI and Reckitt Benckiser

July 15 | 9:50 – 10:30

Sponsor & Expo Section – Expo Hall Break

July 15 | 10:30 - 11:00

Room 1: Stimulating laundry cleaning growth – Linguistic segmentation
Quester and AIEn USA

Room 2: Rotary International identifies global engagement trends and drivers using cross-disciplinary insights to understand participants' journey

Rotary International

Room 3: New breakthroughs in wearable eye-tracking

Tobii Pro

Room 4: Driving change and lessons learned

Sharpr and Nestlé

July 15 | 11:10 - 11:40

Room 1: Five learnings from 100 agile insights transformations

quantilope

Room 2: Tips for pricing success post-disruption

SKIM

Room 3: Using hybrid methods to supercharge your qual research

Aha! Online Research Platform

Room 4: Managing your brand experience in a post-pandemic, ever-changing environment

Clear M&C Saatchi

July 15 | 11:50 - 12:20

Room 1: Behind the curtain: Perspectives from corporate insights leaders

MarketVision Research

Room 2: The privacy paradox and the COVID-19 pandemic

ESOMAR

Room 3: Avoiding blind spots in your research: Getting a 360-degree view of the consumer in every engagement

Catalyx

Room 4: Staying ahead of the market: How Fossil Group uses customer insights to empower innovative business decisions

Vision Critical and Fossil Group

July 15 | 12:30 – 1:15

Roundtable Section – Lunch & Learn Roundtables

Networking Section – DJ BBQ Cooking Class presented by Zappi

July 15 | 1:30 - 2:00

Room 1: Effective qualitative research in a virtual world

Medallia LivingLens

Room 2: Choosing from a feast of options: How to integrate qualitative tech for maximum impact

Schlesinger Group and InsightFarm

Room 3: The insights stack: How market leaders achieve agility, flexibility and efficiency with custom insights solutions

Fuel Cycle

Room 4: Reality Voice: Tune in to new perspectives

itracks and MassMutual

July 15 | 2:10 - 2:40

Room 1: Exploring the digital insights transformation journeys: A fireside chat with Mondelez, Perfect Snacks and Mars Wrigley
Voxpopme, Mondelez International, Mars Wrigley and Perfect Snacks

Room 2: Decoding signal vs. noise: How Microsoft uses proactive insights to stay ahead of the curve
Russell Research and Microsoft

Room 3: Taking your research up and out: Practical tips for transforming research into industry-impacting headlines
Cox Automotive and KS&R

Room 4: The generation of responsible shoppers – Does Gen Z put their money where their activism is?
MarketCast and VICE Media

July 15 | 2:50 - 3:20

Room 1: Are we there yet? Finding our way to 'normal'
Ignite 360

Room 2: What if everyone all-of-the-sudden does everything differently? How apps tell the story of COVID-19
Embee Mobile

Room 3: Managing online communities to achieve ROI
AT&T

Room 4: The power of relative importance analysis
Qualtrics

July 15 | 3:30 - 4:00

Room 1: Digital transformation: No going back
QualSights

Room 2: Always be learning: How researchers can embrace agile and thrive in a test-and-learn culture
Alpha

Room 3: Bonamy Finch: How TUI UK generated £50m of additional revenue with “hybrid” segmentation
STRAT7 Bonamy Finch

Room 4: **REPEAT SESSION:** Counterintuitive thinking: Reframing research baseline assumptions
FaderFocus

July 15 | 5:00 to late

The Research Club DJ Party

<http://www.ttns.uk/>

Day 3 Thursday July 16

NOTE: All times are listed in Central Daylight Savings Time (Chicago time zone)

July 16 | 8:00 - 8:30

Room 1: Five ways to elevate your internal brand
Keen as Mustard

Room 2: No session at this time

Room 3: Adapt to win: New strategies for brands to succeed in a post-pandemic world

Hall & Partners

July 16 | 8:40 - 9:10

Room 1: Navigating tricky waters – Where to land? Riding the new waves of market research

DataExpert

Room 2: Visual data is NOT data visualization

Brand Kinetics and QRCA

Room 3: Give me more Dolly Parton! Country music and documentary film: A PBS love story

PBS

July 16 | 9:20 - 9:50

Room 1: Reinventing the language of idea screening

Dig Insights

Room 2: Cutting-edge research in associations and nonprofits: Hitting the goals and making a "profit" in a nonprofit world

Association of REALTORS, Society of Actuaries and Radiological Society of North America

Room 3: Mind the gap: Learning how to uncover unbiased insights

Women in Research, Zebra Research, Gazelle Global, Southpaw Insights and the Brooklyn Institute for Social Research

July 15 | 9:50 – 10:30

Sponsor & Expo Section – Expo Hall Break

July 16 | 10:30 - 11:00

Room 1: Rapidly enabling breakthrough ideas for Barilla while virtually building capability

The Garage Group and Barilla

Room 2: The digital advantage: Leading change when status quo research is no longer an option

AYTM

Room 3: Consumer insights at Cuisinart: Small but mighty

Cuisinart

July 16 | 11:10 - 11:40

Room 1: Grabbing the mic: Verizon's journey to evolving the ad measurement ecosystem

Zappi and Verizon

Room 2: Evolving CX measurement at Progressive

Progressive Insurance

Room 3: CX insights and metrics: A review of research services in demand by CX practitioners

CX Talks

July 16 | 11:50 - 12:20

Room 1: Stop the swirl: Real time insights to drive decision-making

Mars Wrigley and Suzy

Room 2: The dirty secrets of writing better questionnaires: How to identify and fix biases and communication errors in your surveys

Insight & Measurement

Room 3: Beyond customer journey-mapping: Understanding impact of touchpoints

Suresh Kumar (formerly of Pella)

July 15 | 12:30 – 1:15

Roundtable Section – Open Roundtable Networking Time

Networking Section – The Hot Seat

July 16 | 1:30 - 2:00

Room 1: How to leverage research to build meaningful brands

Ipsos

Room 2: Video never lies: The next frontier in consumer intelligence – from tear-jerking empathy to cold, hard data

Big Sofa Technologies

Room 3: AI for automated insight generation

PARC

July 16 | 2:10 - 2:40

Room 1: Hearing the consumer: Innovating shopper experience research using AI-assisted linguistic coding

Canvs and LRW

Room 2: How to use surveys for thought leadership on a shoestring budget

Versta Research

Room 3: Be Powerful. Stay resilient and fulfilled in your career (whatever that may be)

Christina Nathanson

July 16 | 2:50 - 3:20

Room 1: Blockchain and market research – applications and implications

IBM

Room 2: Do you know your chickens? A case study in online panel development

CNH Industrial

Room 3: A novel approach to validating digital UX personas in the world of B2B

element54 and Manulife