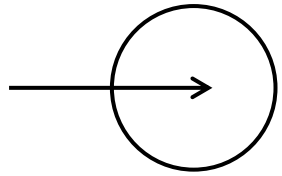


“Talk to Me”

Unlocking the Power of
Human Connection in Research



Overview



This panel explores the pivotal role of human connection in qualitative research.

Discover stories, humor, and practical tips that showcase how deep partnerships can drive superior research outcomes.





Welcome & Introduction

3 minutes

Icebreaker

3 minutes

Panel Discussion Segments

15 minutes

The Role of
Human Connection in
Qualitative Research

5 MINUTES

Managing Research
Partners: The Good, the
Bad, & the Enlightening

5 MINUTES

Turning Insights into
Action: The Power of
the Debrief

5 MINUTES

Closing Remarks

4 minutes



PRESENTER

Ron Raskin (R²)

CEO, INSIGHTS IN MARKETING





Kristin Sutton

Sr. Director, Marketing
Major League Baseball



Lindsey Klindt

Head of Consumer & Shopper
Insights, Kraft-Heinz



Erik Christensen

Head of Brands & Consumer
Insights, Daisy Brand



Andrea Bingen

Senior Director, Insights,
Gatorade, Propel, Muscle Milk



Rachel Jaiven

Director of Marketing,
Häagen-Dazs,





ICEBREAKER

PANEL DISCUSSION





PANEL DISCUSSION

The Role of Human Connection in Qualitative Research



PANEL DISCUSSION

Managing Research Partners: The Good, the Bad, & the Enlightening



PANEL DISCUSSION

Turning Insights into Action: The Power of the Debrief

