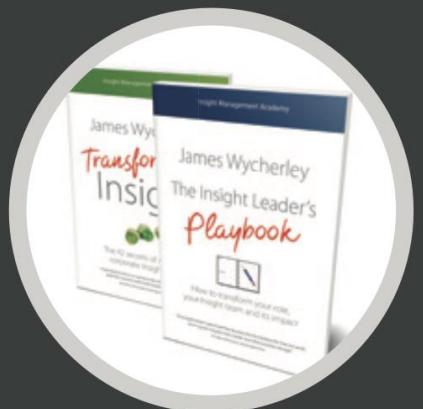


Transform your Insight team with the IMA

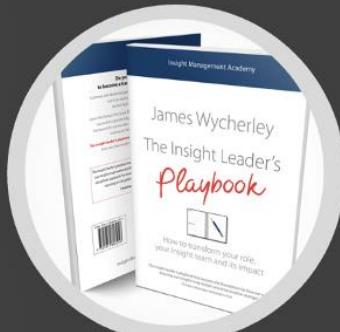




Transforming Insight at ebay, Lloyds Register & William Hill

*Elevating Insight's profile to
maximise its impact*

James Wycherley
Emma Jones
Caroline van den Bos
Christine Stoddart



3 free things to inspire you

- ➊ Your free copy of *The Insight Leader's Playbook*
- ➋ 70 episodes of the *Transforming Insight* podcast
- ➌ A free guest place at an Insight forum*

* Sorry no suppliers, corporate Insight leaders only!

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Tomorrow's corporate Insight professional

*The 3 key roles we will all
need to play*

James Wycherley

Thursday 1.45pm
Room 2





Transforming Insight at Carnival

*Developing and supporting
Insight people through change*

Jan Worsley, Lisa Dutton &
Lara Meyer

Thursday 2.30pm
Room 1

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Insight Management Academy

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framework for anyone who is
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The Insight leader's playbook
their role, their insight!

*The Insight leader's playbook has
our insights truly matter and drive
disciplined approach I've encouraged
returning to it to guide*
Christina



Insight Ma

James Wycherley The Insight Leader's **Playbook**



How to transform your role,
your Insight team and its impact

*The Insight leader's playbook has become the foundation for how we work,
ensuring our insights truly matter and drive positive change!*
Christina Macholan, Washington Post

All day Thursday..

Free book signing

at the IMA stand