

**Research in Action -
Summer School**

22-24 June 2010

Course Convenor: Ruth Clarke, Independent Consultant

Tuesday 22 June 2010

9.00 – 9.30 Arrival and Registration

9.30 – 9.45 Welcome and Introductions
Ruth Clarke

9.45 – 11.15 A Strategic Framework for Business Issues
Sinead Jefferies, Head of Business Intelligence, Royal Mail Group and Chris Edwards, Senior Insight Manager, Royal Mail Group

- Deconstructing business decision-making
- The core business issues: Product development / NPD, brands & branding, communications, customer relationships / loyalty and segmentation
- Problem definition

11.15 – 11.30 Tea and Coffee

11.30 – 13.30 Brands, Branding and Communication

- The brand planning cycle
- Communications development

*Helen Law, (Research Director),
Hall & Partners Europe*

13.30-14.30 Lunch

14.30 – 16.30 Researching Customer Relationships
Paul Szwarc, Director, Facts International

16.30 – 17.00 Tea and Coffee

Wednesday 23 June 2010

9.00 – 9.30 Arrival and Tea / Coffee

9.30 – 11.30 Product Development
Helen Wing, TNS Research International

11.30-11.45 Tea & coffee

11.45-12.30 Master class: Influencing Stakeholders
TBC

12.30-13.30 Lunch

13.30 – 15.30 Segmentation
Jonathan Fletcher, Illuminas

15.30 – 15.45 Tea and Coffee

15.45 – 16.30 Master-class: New Perspectives on Research

- Internet trends: Online research and the issues!
- Research 2.0 techniques e.g. online communities
- Other trends e.g. video, mobile research, etc

Pete Comley, Chairman, Virtual Surveys

Thursday 24 June 2010

9:00 – 9:30 Arrival and Tea / Coffee

9:30 – 11:00 Communicating the Message

- This session will help you to turn research data into a clear & compelling story that 'passes the elevator test' and 'sells the sizzle'
- By the end, you will also hopefully appreciate the importance of the personal & emotional elements of client-focused presentations (& the limitations of PowerPoint)

Daniel Wain, Founder, Daniel Wain Consulting

11:00 – 11:15 Tea & Coffee

11:15 – 13:15 Applying Statistics to Market Research

- Standard Deviation & Standard Error
- Confidence Limits & Significance Testing
- Factor & Cluster Analysis – methods and examples
- Practical Exercise & Discussion

***Martin van Staveren, Technical & Quality Control Director,
Kantar Media***

13:15-14:15 Lunch

14:15 – 16:15 The End Game: Getting Research Actioned

Linda White, Linda White Consulting

- gaining buy-in to action
- action: strategies for success
- techniques for embedding knowledge

16:15 – 16:30 Tea and Coffee & Close