



Wednesday 21 November 2018

Morning

Afternoon

British Airways Flight

British Airways Flight

London Heathrow Airport - Terminal 3	London Heathrow Airport - Terminal 3
05:05 hrs BA696 check in	07:25 BA700 check in
07:05 hrs BA696 departs	09:25 BA700 departs
10:25 hrs BA846 arrives into Vienna Airport	12:50 BA700 arrives into Vienna Airport

Transfers will be provided for those on the group flights, to Grand River Park Hotel

Your luggage will be stored and delivered to your room during the conference

The conference is located on the first floor. Lunch will be provided on arrival in Riverbank

The dress code for the conference is smart/casual and for the gala dinner is 'Dress to Impress'.

Hotel check in: 15:00 hrs

Start	Title	Company	Who
15:30	Coffee and welcome		
	Welcome from the MRG chairs		
	Keynote		Tracy Follows
	Welcome from the session sponsor	UKOM	
	Reflecting the nation	IPA	Dan Flynn
	The future of Britain: reflecting on the past 5 years	OMD	Joe Wilson
	New approaches to measurement	comScore	Paul Goode
	For the love of telly	Thinkbox	Nicole Greenfield-Smith and Matt Hill
	Q&A		
	Close		
18:20	Close and drinks reception at hotel - sponsored by Ipsos		

Thursday 22 November 2018

Morning

Afternoon

Start	Title	Company	Who
09:00	Welcome		
	Keynote		Sam Knowles
	Welcome from the session sponsor	Kantar Media	
	Online copyright infringement:is the changing media landscape pushing us to be more honest consumers?	Kantar Media	James Burke
	To cancel or not to cancel, the voice of the invisible audience	Nahuru	Ramy Elmasry and Elliott Ingram
	The tongue paints what the eyes can't see: power of voice	Wavemaker	Kathryn Saxon
	Q&A		
10:40	Coffee		
	State of the (media research) nation	Culture of Insight	James Smythe
	Research in the fast lane	F1	David Bailey and Greg Morris
	Reflections of the Black Mirror	Channel 4 and ITV	Martin Greenbank and Glenn Gowen
	Creative elements: optimising OOH creative to increase campaign effectiveness	Posterscope	Russell Smithers and Henry Harvie
	Q&A		
12:30	Lunch		

Start	Title	Company	Who
13:30	Welcome back to session		
	Welcome from the session sponsor	Toluna	
	Debate: Reflections 2018 - 2028		
	Reflecting on the radical changes in kids' video viewing and content expectations	MTM	Matthew Macaulay
	What motivates entrepreneurial minds?	Bloomberg and Ipsos	Phil Robinson and Katherine Jameson Armstrong
	The Future of Voice	IAB	George Hopkinson
	Q&A		
	Coffee		
15:10	Would we create JICs if we didn't already have them?	BARB	Justin Sampson
	Q&A		
	Reflecting on women and portrayal in advertising	Channel 4 and Kantar Media	Zoe Bowen-Jones and Martha Espley
	Why we shouldn't trust our gut instinct	Trinity Mirror and house 51	Andrew Tenzer and Ian Murray
	Diversity, identity and advertising	Cog Research	Rob Ellis
	Understanding Radio content and advertising performance using predictive modelling techniques	Global	Matt Jeffries and Kate Rutter
	Q&A		
	Close		
17:10			
17:15	Drinks reception at hotel		

Friday 23 November 2018

Morning

Afternoon

Start	Title	Company	Who
09:00	Welcome		
	Keynote	TBC	
	Welcome From The Session Sponsor	Research Bods	
	'Gender neutrality: It's Good for Business'	Economist and Ipsos	Marina Haydn and Adam Isaacson
	London in motion: understanding how commuters consume our ad content with agile video	Exterior and Voxpopme	Nicola Barrett and Tom Williams
	If you build it they will come	Route	Euan Mackay
	Q&A		
11:05	Coffee		
	Debate: TBC		
	Should social media carry a health warning?	MediaCom and Toluna	Pauline Robson and Genevieve de Sutter
	What's happening? How what's happening in our world is affecting our need for what's happening?	Twitter	Sara Picazo
	Reflections on successful TV sponsorships - how to create a killer campaign	ITV and Future Thinking	John Kryzanowski and Shaun Austin
	Mental brand mapping	PHD	Chris White

Start	Title	Company	Who
	Q&A		
	Chair's closing remarks and close		
13:30	Lunch		
	Afternoon at leisure		
18:30	Gala Dinner		

Saturday 24 November 2018

Departures

Hotel check out: 12:00 hrs

Before you depart for the airport, please ensure you check out and settle any personal extras charged to your room before leaving the hotel.

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09:15 hrs BA697 departs hotel	10:40 hrs BA701 departs hotel
12:15 hrs BA697 departs Vienna Airport	13:40 hrs BA701 departs Vienna Airport
13:45 hrs BA697 arrives	15:15 hrs BA701 arrives
London Heathrow Airport - Terminal 3	London Heathrow Airport - Terminal 3