Personal agenda for

Hui Lin, DowDuPont

Time	Meeting	Location
Tuesday, February 27		
8:00 - 19:00	Expo Hall Opens	
9:15 - 9:45	How Automation Can Drive Business Decision-Making at the Speed of Digital Adam Ramage	Room 4
10:00 - 10:30	Take A Swiss Army Knife Approach to Understanding Your Customers For Better Customer Experience Design Paul Janowitz, Frank DeFazio	Room 1
10:45 - 11:15	Trendspotting: Using Digital Tracking to Obtain Truly Unique Insight into Consumer Behavior Peter Shafer, Tsahi Benyosef	Room 5
11:30 - 12:00	The "Big" Debate: Big Data Will Put Market Research Out of Business by 2038 (45-minute session) Keith Phillips	Room 5
13:30 - 14:00	How Mobile Behavioral Data and Survey Insights Create a 360-Degree View of the Consumer Adam Portner, Eli Portnoy	Room 2
14:15 - 14:45	New Models for Market Segmentation Peter Simpson	Room 5
15:30 - 16:00	What Does It All Mean? Research Storytelling for Turbulent Times David Rothstein, David Intrator	Room 4
16:15 - 16:45	How Consumer Neuroscience is Changing Marketing Michael Berberich, Carl Marci	Room 2

17:00 - 17:30	Artificial Intelligence and Linguistics: Disrupting Traditional Innovation Methods Tim Hoskins, Martin Moore	Room 5
17:30 - 19:00	Cocktails with Quirk's	Marriott Brooklyn Bridge Expo Hall
20:30 - 22:00	Quirk's Unplugged – A Musical Jam Session	Luciano's

Wednesday, February 28		
8:00 - 17:00	Expo Hall Opens	
9:15 - 9:45	How AI is Transforming Social Listening Research Rob Key, Larry Friedman	Room 4
10:00 - 10:30	A Fresh Approach to Assessing Mobile Ad Effectiveness Bryce Quayle, Karen Ring	Room 4
10:45 - 11:15	Consumer Neuroscience: Using the Right Tool for the Right Question Michelle Niedziela, PhD	Room 4
11:30 - 12:00	Social Media Research and Digital Discussion Engines to Enhance Research Insights Greg Spagna, Fran Nuzzi	Room 4
13:30 - 14:00	Empowering Creativity Through Conjoint Nikki Smathers, Lillian Smith	Room 3
14:15 - 14:45	NASCAR: Leading the Race with Digital Behavior Tracking Becky Wu, Ph.D., Candice Rab, Norris Scott	Room 5
15:15 - 15:45	How to Tackle Implicit Social Bias in Research Clint Jenkin, Ph.D.	Room 1
16:00 - 16:30	Artificial Intelligence You Can Use Steven Struhl	Room 5