

# Marknadsundersökningens Dag

# PROGRAM

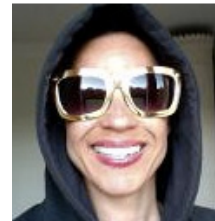
Rival, Mariatorget 3 TORSDAG 14 MARS, 2013



08.00 START OF REGISTRATION  
Coffee and sandwich in the exhibition area.

9.00 **Introduction**  
VEM ÄR DU OCH VARFÖR SKALL JAG BRY MIG?  
**Jacqueline Kothbauer, Mediababe**  
UNPACKING THE MEANING OF VALUE  
**Martin Oxley, BuzzBack Europe**  
DEN FÖRÄNDRADE SPELPLANEN  
**Jan Unkuri, Augur, Mikael Eriksson Björling, Ericsson**

Workshop in "Maria"  
9.45  
Jacqueline Kothbauer, Mediababe



Jacqueline Kothbauer,  
Mediababe

10.40 COFFEE IN THE EXHIBITION AREA  
SHORT PRESENTATION BY CONFIRMIT



11.00 OPINIONSUNDERSÖKNINGAR OCH POLITISK MARKNADSFÖRING  
**Olle Wästberg, Wastberg Communications; Arne Modig, Calmando Utbildning AB;**  
**Paul Baines, Cranfield School of Management**



Olle Wästberg,  
Wastberg Communications

12.00 PRISUTDELNING  
**Årets Marknadsundersökare, Årets Undersökningsköpare och Årets nykomling**  
Kort föredrag av Årets nykomling



12.15 LUNCH – BOOK SIGNING IN SPEAKERS CORNER

13.15 THE UGLY REALITY OF MARKET RESEARCH FOR INNOVATION  
**Costas Papaikonomou, Happen**  
CO-CREATION MED SONY MOBILE  
**Emma Brännström, YouGov; Lotta Crona, Sony Mobile**

Workshop in "Maria"  
13.45  
Costas Papaikonomou, Happen



Emma Brännström, YouGov

14.10 **Surveyföreningen presenterar**  
10 BUD OM HUR EN UNDERSÖKNING GÖRS OCH BEDÖMS  
**Jan Strid, Göteborgs universitet**  
WEBBPANELUNDERSÖKNINGAR – MEN KVALITETEN DÅ?  
**Mats Nyfjäll, Statisticon**  
Moderator: Joakim Malmdin, Surveyföreningen och SCB



Lotta Crona,  
Sony Mobile



14.50 RESEARCH NOW BJUDER PÅ KAFFE OCH TÅRTA  
– Coffee and cake sponsored by Research Now



SHORT PRESENTATION BY MI PRO



15.20 OLIKA METODER – LIKA RESULTAT? HUR STORA ÄR EGENTLIGEN  
SKILLNADERNA MELLAN TELEFON, WEBB OCH POST?

Johan Martinsson, Göteborgs universitet

ESOMAR presents:

Methodologies and Standards

What Consumer Do – Not What They Say

They Do! Guilty or not Guilty?

RESEARCH IN A WORLD WITHOUT QUESTIONS

Tom Ewing, BrainJuicer Labs, UK

Moderator: Finn Raben, ESOMAR

Workshop in "Maria"

15.35

Johan Martinsson, Göteborgs universitet



THE HISTORY OF MEN'S UNDERWEAR:  
HOW SCIENCE AND SOCIETY  
CHANGE CATEGORIES

Dave McCaughan, McCann Tokyo



Dave McCaughan,  
McCann Tokyo

16.50 WRAP-UP

### WORKSHOPS IN "MARIA"

9.45 Jacqueline Kothbauer, Mediababe

13.45 Costas Papaikononou, Happen

15.35 Johan Martinsson, Göteborgs universitet

Costas Papaikononou,  
Happen



*NB! All workshop starting times are approximate. Workshops start as soon as possible after the speaker has finished her/his presentation in the main auditorium and continue for as long as the speaker and the participants want.*

17.00

Join us for a networking drink at the Rival cocktail bar upstairs from the main auditorium, while we are waiting for the party buses to arrive.

18.00

All of you holding a ticket for the evening party are most welcome to Restaurang Atrium at Nationalmuseum, Södra Blasieholmshamnen 2.

Welcome drinks are served from 18.15, followed by dinner and entertainment.

Buses depart for the evening party on Hornsgatan, outside Rival, as soon as they are full, around 18.00.

23.00

Norstat once again welcomes clients, potential clients, new and old competitors and all others to the traditional afterparty. There is space for EVERYBODY in our offices on Gamla Brogatan! We open the doors when the activities at Atrium begin to come to an end. Buses will take us from the restaurant to our premises near Hötorget! Follow the nearest Norstat person around 11pm.



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