

**ESOMAR** | **CONGRESS 2016**  
18-21 September  
#WOW NEW ORLEANS

**OVERVIEW**

Join **THE biggest multi-attend event for marketing and research professionals from around the world.** ESOMAR Congress 2016

ESOMAR Congress 2016 brings new innovations to make your networking and event experience even better!

**ESOMAR TV**  
ESOMAR is excited to present to you ESOMAR TV, our new FREE online interactive TV and Livestream brought from the Congress set. Together with commentary of all Congress presentations, you can now have in for exclusive content and the latest industry news, insights and innovations. Engage with our guests and ask questions via Twitter #ESOMARTV or our online Q&A.  
Learn more

**Picks**  
Congress 2016 is taking networking to the next level! Attached to your badge you will find a Picken device - your digital business card and digital brochure for a more efficient and fun networking. Collect contacts and avoid materials with a simple touch!  
Learn more

**Research Rally**  
A new day workshop - **Work backshop style** - where local workshops will have the opportunity to host towards their business. Congress conference attendees will get the chance to catch up with, meet and exciting companies while staying all just toward their information/marketing research needs to the benefit of the international market research community.  
Learn more

**ESOMAR Live App**  
Don't forget the ESOMAR also offers the ESOMAR Live App. The app, available for iPhone and Android, is now available! Everything you will need to know at the event at your hand like the app to access the networking tool, take operators and have useful programme and venue information at the touch of a button! Download from your app store. If you already have it, just open the app and click the **REOPEN** button to download the newest content.  
Learn more

**#WOW WHY ATTEND?**  
What better city to unite 1000+ participants from 70 countries on a theme that is an expression of excitement and admiration, "WOW" a response to actions that drastically change, improve and determine, resulting in surprising outcomes and impact that makes a difference. The host city, known not only for being a melting pot of culture and cuisine, has also been a hotbed for innovation, regeneration, transformation and growth across the last decade.  
Let's get together to create a real impact for a ground-breaking future! #WOW New Orleans!

**ESOMAR** | **CONGRESS 2017**  
19-21 September

**ESOMAR Events**

**ESOMAR Congress 2017**  
19-21 September

**New ESOMAR Events app!**  
Download our brand new event app, available for [iOS](#) and [Android](#) and [Google Play](#)

**Not your average data, research and insights event... It's so good, it's been around for 70 years.**

It's where **creativity, innovation and insights** collide.

ESOMAR Congress is the biggest event in the industry - it's a festival, a celebration, an innovation hotspot for the data, research and insights profession - it drives forward thinking.

Discover what new innovations are disrupting our industry, how insights influencers are pushing the boundaries for better business intelligence AND network with the most pioneering insights professionals and global brands out there.

Our stages are packed with exclusive never before seen relevant content - so you know there'll be no awkward sales pitches - only the most original forward-thinking content around.

Picture four days of insights, three stages of content, two rooms of the largest industry exhibition in the world and one amazing party.

**Award winners**

**Special thanks to:**

**SSI** **LIGHTSPEED** **Confirmit**  
Partners sponsors Gold sponsors Gold sponsors

**1200+** attendees

**80+** speakers

**70+** countries

**Fear of missing out?**  
Make this an event you can't miss!

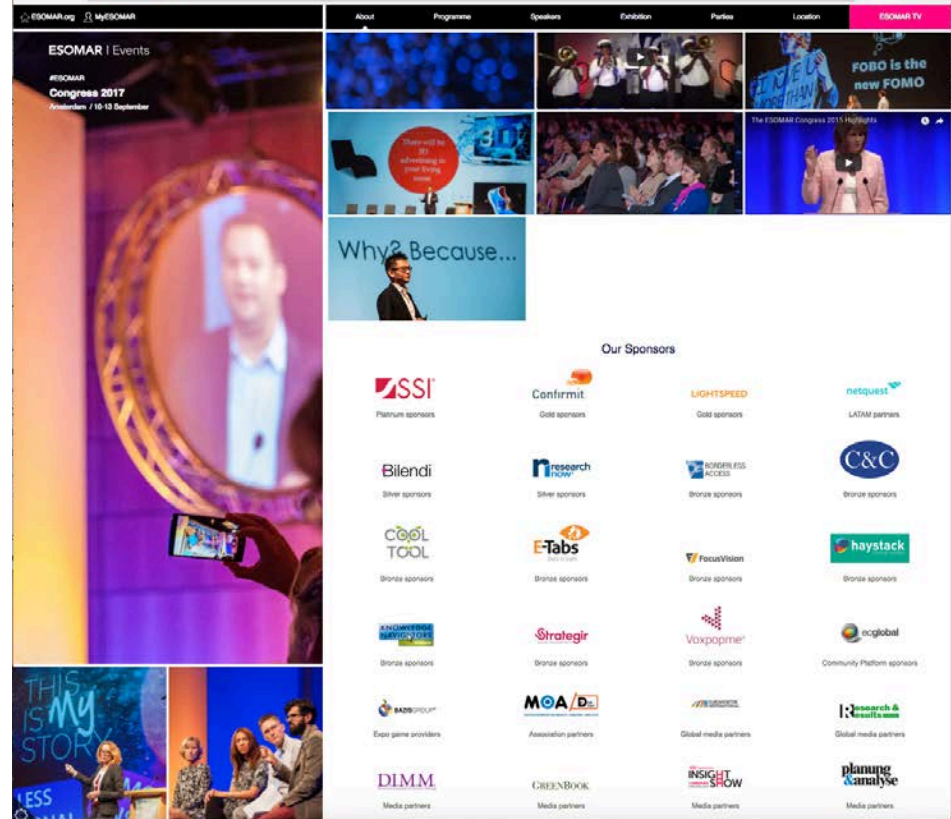
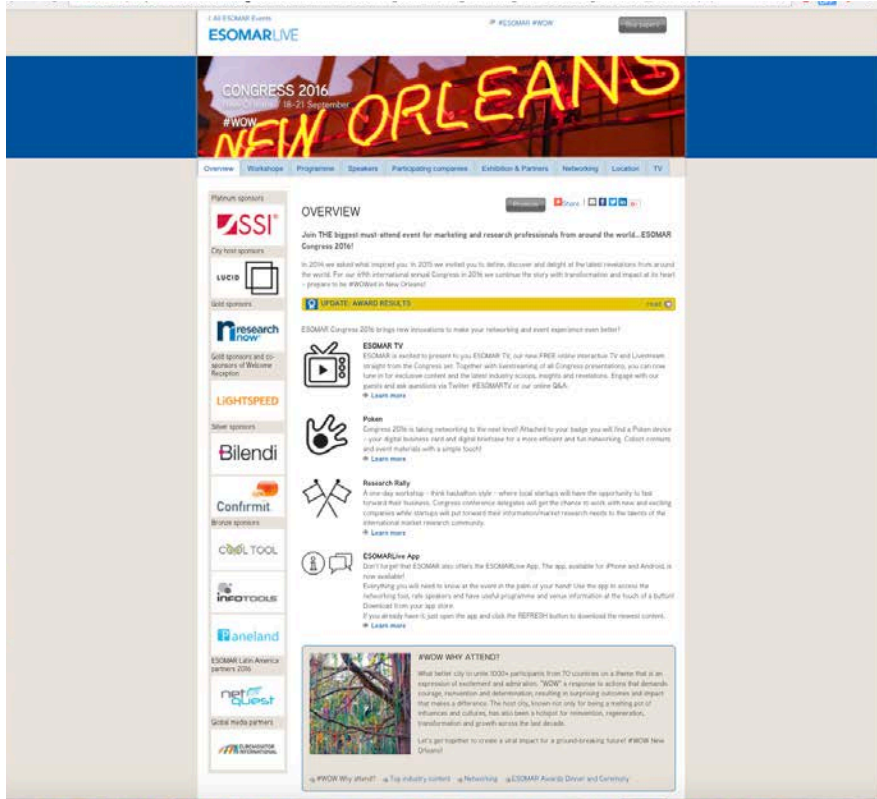
Here from top global brands - Diageo, ARI FRANCES R&M, easyjet, Coca Cola, Nestle, PwC, Microsoft, Jaguar Land Rover and many more - so how they're taking automation, behavioural sciences, the power of data, AI... to advance the way they do insights and meet the next generation of creatives pushing the status quo.

At ESOMAR Congress you'll learn, connect, grow and take home big insights to instantly elevate the work you do.

AND... have we mentioned it's our 70th anniversary edition... wow, it's going to be big and we want you there.

The screenshot shows the ESOMAR Congress 2016 homepage. At the top, it features the ESOMAR logo and navigation tabs for Overview, Workshop, Programme, Speakers, Participating companies, Exhibitors & Partners, Networking, Location, and TV. The main banner displays 'CONGRESS 2016' and '#WOW NEW ORLEANS' with dates 18-21 September. Below the banner is a sidebar with logos for Platinum sponsors (SSI), City host sponsors (Lycée), Gold sponsors (research now, LIGHTSPEED), Silver sponsors (Bilendi, Confirmit), Bronze sponsors (C@L TOOL, in2010US, anelard), and Global media partners (netQuest, GLOBE NEWS PARTNERS). The main content area is titled 'OVERVIEW' and includes an 'UPDATE: AWARDS RESULTS' banner. It contains text about the event's significance, a section for 'ESOMAR TV' with a video player, and a 'Research Daily' section. At the bottom, there is a 'WOW WHY ATTEND?' section with a colorful graphic.

The screenshot shows the ESOMAR Congress 2017 event homepage. It features a dark header with navigation tabs for Add, Programme, Speakers, Exhibitors, Public, Location, and ESOMAR TV. The main banner displays 'ESOMAR | Events' and 'ESOMAR Congress 2017' with dates 17-19 September. Below the banner is a 'Programme Committee' section with a grid of speaker portraits and names, including Programme Chair Rita Dierckx, Programme Chair Sarah Gaskell, Programme Chair John Weston, Programme Chair Elie Mochales, and Programme Committee Chair Vanessa Oelms. Below this is a 'Past highlights' section with a grid of video thumbnails, including 'ESOMAR Congress 2016 Highlights', 'FOBO is the new FOMO', and 'Why? Because...'. The bottom of the page shows a 'THIS IS MY STORY' video thumbnail and a group of people on a stage.



The screenshot shows the ESOMAR Congress 2016 website. At the top, it says 'ESOMAR LIVE' and '#ESOMAR #WOW'. The main banner features the text 'CONGRESS 2016' and '#WOW NEW ORLEANS'. Below the banner are navigation tabs: Overview, Workshops, Programme, Speakers, Participating companies, Exhibition & Partners, Networking, Location, TV. The left sidebar lists various sponsors: Platinum sponsors (SSI), City host sponsors (LEVO), Gold sponsors (nresearch NOW), Silver sponsors (Bilendi), Bronze sponsors (Confirmit, CIBEL TOOL, E-Tabs, INFOTOOLS), and Media partners (GREENBOOK). The main content area is titled 'PROGRAMME' and lists the dates: Sunday, 18 September; Monday, 19 September; Tuesday, 20 September; and Wednesday, 21 September. It also includes an announcement about registration and a list of programme committee members: Christian Engel (Chair), Jon Pileston (Member), Kristin Lick (Member), and Mark Uttley (Member).

The screenshot shows the ESOMAR Congress 2017 website. At the top, it says 'ESOMAR | Events' and 'MyESOMAR'. The main banner features the text 'ESOMAR Congress 2017' and 'Amsterdam | 10-13 September'. Below the banner are navigation tabs: About, Programme, Speakers, Exhibition, Parties, Location, and ESOMAR TV. The main content area is titled 'Programme' and shows a calendar view for the dates: Sunday 10 September, Monday 11 September, Tuesday 12 September, and Wednesday 13 September. The programme schedule is as follows:

- 08:45 - 09:20: Opening & Welcome
  - 09:00: Opening (BLUE stage)
  - 09:15: Welcome (BLUE stage)
  - 09:30: President's address (BLUE stage)
- 09:20 - 09:25: YES (Young ESOMAR Society) Pitch Competition (BLUE stage)
- 09:35 - 09:45: Introduction to the programme and keywords (BLUE stage)
- 09:45 - 10:20: KEYNOTE | Future Transformation: Shaping the future of Healthy Living (BLUE stage)
- 10:20 - 10:30: Sponsor fast track (BLUE stage)
- 10:30 - 11:00: Networking break
- 10:40 - 11:00: START-UP PANEL | How data, research and insights elevated the next generation of start-ups (The Done)

At the bottom, there is a photo of a person holding a smartphone displaying a presentation slide titled 'THIS IS MY STORY'.

ESOMAR LIVE #ESOMARWORLD

CONGRESS 2016  
18-21 September  
#WORLDNEWORLEANS

Course | Schedule | Programme | Speakers | Participating companies | Exhibition & Partners | Sponsoring | Location | TV

Platinum sponsors  
**SSI**  
 City host sponsors  
**LUCID**  
 Gold sponsors  
**research now**  
 Gold business and co-sponsors of Business Reception  
**LIGHTSPEED**  
 Silver sponsors  
**Bilendi**  
 Confirmit  
 Bronze sponsors  
**infotools**  
 Media partners  
**CAREBOOK**  
**QUIRK'S**  
 Lead partners  
**INSTAT**  
 Official knowledge partners  
**WARC**

**EXHIBITION & PARTNERS**

As with all ESOMAR events we have a trade exhibition featuring some of the most intriguing and cutting edge companies in the field of market research. The exhibition at ESOMAR Congress is the central meeting point of the event, and one of the biggest trade exhibitions in the industry.

The Congress exhibition provides the ideal venue for you to meet with the experts and find out what tools are available to help you be more efficient and successful in this competitive industry.

To find out which companies can offer you business strategic advantages please review our list of exhibitors and plan your time in the exhibition.

Click to see the dynamic exhibition floor plan

If your company wants to exhibit, sponsor or be exhibiting at this event, then contact us now!  
**ESOMAR SALES TEAM**  
 +31 20 594 78 78  
 sales@esomar.org

**SPONSORS** | **EXHIBITING COMPANIES** | **EXHIBIT OR SPONSOR AT ESOMAR CONGRESS**

**PLATINUM SPONSORS**  
**SSI**  
 SSI is the premier global provider of data solutions and technology for computer and business-to-business survey research. SSI reaches participants in 70+ sample countries via internet, telephone, mobile/wordwide and mixed access channels. SSI staff operates from 40 offices and centers staff in 20 countries, offering sample, data collection, CATI, questionnaire design, consultation, programming and hosting, within custom reporting and data processing. SSI's 4,000+ employees serve more than 3,000 clients worldwide.

For more information, visit us: <https://www.surveysampling.com/>

**Gold sponsors**  
**LUCID**  
 Lucid is the first global evidence platform, providing verified human data to inform us including market research, product testing, advertising technology, and business consistency. Lucid's primary business units are Platform - the first and largest proprietary platform for the buying and selling of market research samples. Feedback Panels, Lucid's managed services are providing white-glove research project management powered by cutting-edge technology, and

ESOMAR | Events  
**ESOMAR Congress 2017**  
 Amsterdam | 10-13 September

The industry's leading companies exhibit and sponsor at ESOMAR Congress - one of the largest events and exhibitions in the data, research and insights profession.

Want to sponsor or exhibit at ESOMAR Congress? Find out more information or call us:  
[Request a call back](#)

**Exhibition**

Click on any stand to see the exhibitor

**Exhibiting Companies**

**research now** Stand number: 1  
**Bilendi** Stand number: 2  
**FocusVision** Stand number: 4  
**GLOBAL MARKET RESEARCH** Stand number: 8

FocusVision is the global leader in market research technology, providing services that allow research professionals to engage with respondents in any place, at any time.

FocusVision has over 400 employees and offices in the US, UK, Bulgaria, and Singapore.

For more information, visit: <http://www.FocusVision.com>

Stand number: 4  
 Contact: [Jarin@focusvision.com](mailto:Jarin@focusvision.com)

**Opinions** | **marketxcel** | **OMI** | **GlobalNR**

<https://www.esomar.org/#e141FocusVision>

ESOMAR LIVE | CONGRESS 2016 | NEW ORLEANS | 18-21 September

#WOW NEW ORLEANS

Overview Workshops Programme Speakers Participating companies Exhibition & Partners Networking Location TV

Platform sponsors: SSI

City host sponsors: LEWIS

Solo sponsors: research NOW

Gold sponsors: LIGHTSPEED

Silver sponsors: Bilendi

Confirmit

Bronze sponsors: FocusVision

Media partners: DIMM

GREENBOOK

Official translation partner 2016-2017: language connect

**SPEAKERS/AUTHORS**

Opening Keynote Speaker  
**DR. JIM KOSTMAN**  
Data Scientist, Mathematician and Psychologist, USA

In the course of an extraordinary career, JT has served as a Paramedic, Police Officer, Deep Sea Research Officer and team leader of an elite Special Operations Reconnaissance Team with the U.S. Army Special Operations Forces, all before attending graduate school. As a Data Scientist, Mathematician and Psychologist, he has worked for various U.S. Intelligence Agencies, worked previously for the FBI, advised on strategies for the Department of Defense, and helped start the President of the United States. The capabilities he and his teams have developed in the corporate sector have fundamentally changed digital advertising and marketing – and his work is helping define the new age of Data Science, Big Data and Predictive Analytics.

Keynote Speaker  
**MICHAEL WHITE**  
Jazz Clarinetist, Bandleader, Composer, Jazz Historian and Musical Educator, USA

Dr. Michael White is a leading figure in traditional New Orleans jazz and one of only a few to creatively carry on the rich, vibrant sound and style of the city. He is a relative of several top generation jazz musicians, including bassist Paul Chambers, clarinetist Willie Dixon and musician Earl Burch. He studied clarinet with noted band director Edna Henson and was a member of the esteemed St. Augustine High School Marching 100 and Symphonic Band.

As a young musician Dr. White had the opportunity to learn from and perform for many years with over three dozen active musicians from between the late 1960s and 1990, such as Ed Thomas, Vincent, Steve Davis, Barry, Louis Reilly, Danny Barker, Parry Humphrey, Willie Humphrey, Ed Shak, Cecil, Charles Zaris, Emmanuel Sayles, etc. Today White is one of the most respected and sought-after musicians in New Orleans. He has performed in over two dozen countries and has played on over 100 recordings. He has been recording again under his own name, including critically acclaimed Basin Street Records releases, containing several of his original compositions.

White has also distinguished himself as a jazz historian, writer, producer, and composer, and frequently serves as a consultant and interviewer on international radio, television and documentary films.

Keynote Speaker  
**YORAM LEBRYV WIND**  
The Lauter Professor and Professor of Marketing, The Wharton School, USA

Yoram Wind is the Lauter Professor and Professor of Marketing at the Wharton School and the founding Director of the Wharton 360 Center for Advanced Studies in Management, the Wharton Fellows program (whartonfellows.com), the Wharton Future of Advertising Program (whartonfutureadvertising.com), and the co-creator of the Wharton CEI Strategic Education program (whartonstrategiceducation.com). He joined Wharton in 1967 with a doctorate from Stanford. From 1966 to 1967, he led the development of the Wharton globalization strategy. Dr. Wind led the renovation of the Wharton MBA curriculum (1975-81) and the creation of the Wharton Executive MBA Program (1982). He was founding Director of the Joseph H. Lauter Institute, the Wharton International Forum, and was the founding editor of the Wharton School Publishing.

Dr. Wind has edited top marketing journals, published over 250 articles and 20 books, and received the four major marketing awards: Best Writer, Charles Patten, Creative, and AMA/AMA Distinguished Educator Award. He was one of the original Legende in Marketing with an 8-volume anthology published by Sage in 2014. He has consulted with over 100 companies and has written innumerable op-eds and abstract cases. He sits on various advisory boards, is Trustee of the Philadelphia Museum of Art and Chair of its Marketing Committee. In 2015, Dr. Wind was inducted into the inaugural cohort of the AMA Fellows Program. His current research focuses on marketing-of-own business strategy, the Network Challenge, the future of advertising and marketing, creativity and innovation, and challenging one's mental models.

Closing Keynote Speaker  
**JENNIFER DUONG**  
Founder of Mind Body Beauty, USA

ESOMAR LIVE | CONGRESS 2017 | AMSTERDAM | 10-13 September

About Programs Speakers Exhibitors Partners Location ESOMAR TV

**Speakers**

 Alessandra Paganini Digital Marketing	 Nicola Barratt Falconer, United Kingdom (GB)	 Caroline Baker Chalkboard Programmatic Kingdom (GB)	 Jim Bechtold Association for National Advertising, United States
 Laura Borge H&M   1st American, United States	 Sameritha Band GMA, Netherlands	 Richard Gortwase GMA, Netherlands	 Niki Paula Bravo Corda Niki Paula Group, Mexico
 Denise Brian AOL, United States	 Cecilia Grosz ESOMAR Founder, Netherlands	 Frank Bucher Success Online, Germany	 Fabian Guder GMA, Germany