



EphMRA Switzerland online event Agenda

Monday September 28th and Tuesday September 29th 2020

All times are CET

Day 1 – Monday 28 th September	
13.30 – 13.35	Welcome by Convenors and EphMRA
13.35 – 13.45	Setting the scene for the 2 days – how the role of market researchers is changing Invited speaker: Yvonne Engler, VP, Head of CBI Cardiovascular/WHC products and pipeline, Bayer AG
13.45 – 14.15 (25 mins presentation + 5 mins Q&A)	Presentation #1 Innovation has to prove its worth – Putting tech under the microscope – time for an augmented approach? Speakers: Carolyn Chamberlain & Mike Pepp, Blueprint Partnership
14.15 – 14.30 - 'Virtual' coffee break	Time for you to grab a coffee and then an opportunity to chat with colleagues in breakout rooms.
14.30 – 15.00 (25 mins presentation + 5 mins Q&A)	Presentation #2 Identifying brand moments of magic and misery using voice tech and emotion AI Speakers: Abigail Stuart & Hannah Mann, Day One Strategy
15.00 – 15.20 - Discussion session (World Café style) in breakout rooms	Discuss the implications of the sessions today with colleagues and the speakers
15.20 – 15.30	Wrap up from discussion sessions, thanks by Convenors and what's on offer on Day 2

Day 2 – Tuesday 29th September

13.30 – 13.35	Welcome by Convenors and EphMRA
13.35 – 14.05 (25 mins presentation + 5 mins Q&A)	Presentation #1 Digital Personas: Optimising multi-channel engagement through deeper customer understanding Speakers: Gareth Turley, GSK & Whitney Wells, Ipsos MORI
14.05 – 14.25 - 'Virtual' coffee break	Time for you to grab a coffee and then an opportunity to chat with colleagues in breakout rooms.
14.25 – 14.55 (25 mins presentation + 5 mins Q&A)	Presentation #2 'The doctor will Zoom you now' – the impact of care at a distance on patient experience Speakers: Janneke van den Bent & Kyrsten Corbijn, SKIM
14.55 – 15.15 - Discussion session (World Café style) in breakout rooms	Discuss the implications of the sessions today with colleagues and the speakers
15.15 – 15.25	Wrap up from discussion sessions and thanks by Convenors