



**Buying Process Research: Consumer Methods Applied to Health Care Marketing Research**

Chris Mosso, Director of Market Research and Analytics, **Integra LifeSciences Corporation**  
Kendall Gay, Vice President, **MarketVision Research**

The buying process is an expression of customer choices and behaviors that occur before, during and after the decision to purchase or use a product. By understanding this path, brand teams can visualize what customers are doing at key steps along the way. A four-step method can help illuminate the gaps and opportunities for brands. Join us to learn how an adaptation in buying process research can help drive growth by providing focus for brands.



**Candid Cannabis - The untapped potential of market research in the marijuana industry**

Kristin Schultz, **Qualitative Researcher and Moderator**

This presentation will provide a brief background and understanding of America's emerging \$6.7 Billion dollar Industry. Explore the impact cannabis has already had on the Healthcare and CPG Categories in the US. Provide insight and feedback from cannabis companies in the industry including those at the forefront of the local market. Highlight ways market researchers can position themselves to be able to tap into the potential of this new and exciting industry.



**A Gentle Nudge, a Kick in the Pants -- Designing Research Around Behavior Change**

Tom Rich, **Thomas M. Rich & Associates**

This session will be an introduction to the Fogg Behavior Model, a powerful new tool for designing and analyzing qual and quant research. While technology has transformed market research in recent years, smart use of analytical tools is what will help researchers differentiate themselves in this new environment. We will review how to design research around driving consumer behavior, focusing on Fogg's three behavior-driving factors: motivation, ability and triggers. Real-world research issues and experience examples will provide attendees with immediately actionable knowledge.



**Innovation through Improvisation: Bringing Qual to the Theater**

Stacy Graiko, Managing Director, **Kantar Millward Brown**  
Steve Kakos, Vice President, **Second City Works**

Kantar and The Second City have launched BrandStage - a discovery experience that breaks down the walls between brand and audience by marrying Second City's improv-based content creation process with Kantar's expertise in building brand strategy through consumer understanding. With improvisational performers as human stimulus, consumers get engaged quickly and reveal human truths that help you test hypotheses, explore creative territories, or drive brand innovation. Audience response helps guide co-creation of ideas, and a Spark session at the end of the day helps identify strategies to action. Our session will briefly demonstrate the approach, while discussing how and why improvisation works. Attendees will have a basic understanding of the theoretical underpinnings of improvisation as a qualitative research technique.



**Incorporating Eye Tracking in Survey Evaluation to Inform Design Decisions**

Jennifer Romano-Bergstrom, Director of UX Research, **Bridgewater Associates**

In this talk, Jen will discuss what eye tracking adds to survey evaluation, above and beyond what other typical research methods provide, and she will discuss when it is not appropriate to use eye tracking. She will use real-world examples from her research, including work from Facebook, Instagram and Nielsen to demonstrate where eye tracking has been used to inform design. She will discuss how to get started with your first eye-tracking study and what types of analysis are best in a fast-paced environment.

**THURSDAY, MAY 10, 2018**

Location:

Convene @ the Cira Center  
(2929 Arch St, Philadelphia PA,  
convenient to 30th St Station)

**11:30 - 12:15**

**Registration**

**12:00 - 12:45**

**Lunch**

**12:45 - 1:00**

**Opening Remarks**

**1:00 - 1:30**

**Speaker Presentation**

**1:35 - 2:05**

**Speaker Presentation**

**2:10 - 2:40**

**Speaker Presentation**

**2:40 - 3:00**

**Break**

**3:00 - 3:40**

**Speaker Presentation**

**3:45 - 4:15**

**Speaker Presentation**

**4:15 - 4:30**

**Break**

**4:30 - 5:30**

**Panel Discussion**

**5:30 - 5:40**

**Closing Remarks**

**5:40 onwards**

**Networking Event @  
Sláinte Pub & Grill**