2017 IRIS Fall Meeting

ENVIRONICS RESEARCH
33 Bloor Street East, Suite 900
Toronto, Ontario

Agenda

September 21st 2017

5:00 p.m.   **"Dusk Wind Down"** – meet for drinks with staff at Environics Office

6:30 p.m.   Leave for dinner

7:00 p.m.   Dinner at Terroni - 1095 Yonge St, Toronto

September 22nd 2017

8:00 a.m.   Environics office opens

8:15 a.m.   **Light Breakfast** – available in Environics café, 9th floor

9:00 a.m.   **Welcome, Committee Business**
Stéphane Marder, Future Thinking, France
Allert de Lange, I'm Research, Netherlands

9:30 a.m.   **Introduction to Canada**
Barry Watson, Environics, Canada

10:30 a.m.   Break

11:00 a.m.   **Voter Analytics**
Travis Bunner, EMC, USA

11:30 a.m.	**Emerging Health Care Consumption Trends** David Jamieson, Environics, Canada
12:00 p.m.	Lunch
1:00 p.m.	**Recollective Online Platform for Digital Pop-up Communities** Jason Iacobucci, Ramius, Canada
1:30 p.m.	**CGI Digital Stimulus** Matt Nelson, Future Thinking, England
2:00 p.m.	**Breakout Session1: Subcommittees to meet and discuss initiatives** (Pharma initiative, shopper behaviour, IRIS promotions, customer experience)
3:30 p.m.	Break
4:00 p.m.	**Client Panel: The Role of Research in Business** Special Guests: Peter Hodgson, TD Bank, Canada, Arthur Borkwood, Toronto Transit Commission (TTC), Canada and Andrew Assad, Google, Canada
5:30 p.m.	Meeting Adjourns
7:00 p.m.	Depart from Hotel Lobby
7:30 p.m.	Dinner at Biff's Bistro **-** 4 Front St E, Toronto
	Dinner Presentation: Could it Happen Here? Canada in the Age of Trump and Brexit (at Biff's Bistro) Michael Adams, Environics, Canada

Saturday, 23 September 2017

8:00 a.m.	Environics office opens
8:15 a.m.	**Light Breakfast** – available in Environics café, 9th floor

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9:00 a.m.   **Discussion: Recruitment of IRIS Members; Guidelines for Selecting Future Meetings**
Stéphane Marder, Future Thinking, France

Day-today IRIS Administration
Tommaso Pronunzio, ALES Market Research, Italy

9:30 a.m.   **Indian Rural Panel – Uncovering the Farmer's Mindset**
Priyanka Mallick, QQRI, India (via Webex)

10:00 a.m.   **Idea of Integrated and Sequential Research Process for Hotel & Resort Marketing**
Eugene Ha, TRC, Korea

10:30 a.m.   Break

11:00 a.m.   **Subcommittee Presentations** (5 mins. each)

11:30 a.m.   **Data Science @ Gemseek**
Stéphane Marder, Future Thinking, France

12:00 p.m.   Lunch

1:00 p.m.   **Breakout Session 2A: Qualitative Round Table – Tools and Techniques**
Mexico/China/Canada

Breakout Session 2B: Behavioural Change Modelling
France/UK

2:00 p.m.   **Social Values & Marijuana Legalization in Canada**
Tony Coulson, Environics, Canada

2:30 p.m.	**Many Data, Little Theory: An Analysis About Usage of Data and Theory in Market Research** Guido Lara, Lexia Insights, Mexico
3:00 p.m.	Break
3:30 p.m.	**Discussion: IRIS Syndicated Studies** Tommaso Pronunzio, ALES Market Research, Italy
4:00 p.m.	**Closing Discussion; Next Meeting** Stéphane Marder, Future Thinking, France
4:30 p.m.	Meeting Adjourns
5:30 p.m.	**Tour of Toronto** (tour bus leaves hotel from Park Road entrance)
7:30 p.m.	Dinner at George (Toronto Room) - 111C Queen St. E Toronto