

Morning

Afternoon

British Airways Flight

British Airways Flight

London Heathrow Airport - Terminal 3	London Heathrow Airport - Terminal 3
05:05 hrs BA696 check in	07:25 BA700 check in
07:05 hrs BA696 departs	09:25 BA700 departs
10:25 hrs BA846 arrives into Vienna Airport	12:50 BA700 arrives into Vienna Airport

Transfers will be provided for those on the group flights, to Grand River Park Hotel

Your luggage will be stored and delivered to your room during the conference

The conference is located on the first floor. Lunch will be provided on arrival in Riverbank

The dress code for the conference is smart/casual and for the gala dinner is 'Dress to Impress'.

Hotel check in: 15:00 hrs

Start	Title	Company	Who
15:30		Coffee and welcome	
16:00	Welcome from the MRG chairs		Frances Sheardown and Stef Hryczyszyn
	Welcome from the session sponsor	UKOM	Julie Forey
	Debate: Greatest Lesson Learnt	Chaired by Ruth O'Neill	Dan Briol, Sarah Gale, Alistair Hill, Philip McMullan, Anita Penn
	Reflecting the nation	IPA and Ofcom	Daniel Flynn and Guy Holcroft
	The future of Britain: reflecting on the past 5 years	OMD	Joe Wilson
	New approaches to measurement	comScore	Paul Goode
	The art of television	Thinkbox	Nicole Greenfield-Smith and Matt Hill
		Q&A	
		Close	
18:20		Close and drinks reception at hotel - sponsored by Ipsos	

Thursday 22 November 2018

Morning

Afternoon

Start	Title	Company	Who
09:00	Welcome		
	Keynote		Sam Knowles
	Welcome from the session sponsor	Kantar Media	Emma Hargreaves
	Online copyright infringement: is the changing media landscape pushing us to be more honest consumers?	Kantar Media	James Burke
	To cancel or not to cancel, the voice of the invisible audience	Nahuru	Ramy Elmasry and Elliott Ingram
	The tongue paints what the eyes can't see: power of voice	Wavemaker	Kathryn Saxon
		Q&A	
10:40		Coffee	
	State of the (media research) nation	Culture of Insight	James Smythe
	Research in the fast lane	F1	David Bailey and Gregory Morris
	Reflections of the Black Mirror	Channel 4 and ITV	Martin Greenbank and Glenn Gowen
	Creative elements: optimising OOH creative to increase campaign effectiveness	Posterscope	Henry Harvie
		Q&A	
12:30		Lunch	

Start	Title	Company	Who
13:30	Welcome back to session		
	Session starts	Toluna	Debbie Snewing
	Reflecting on the radical changes in kids' video viewing and content expectations	MTM	Matthew Macaulay
	What motivates entrepreneurial minds?	Bloomberg and Ipsos	Phil Robinson and Katherine Jameson Armstrong
	The Future of Voice	IAB	George Hopkinson
	Would we create JICs if we didn't already have them?	BARB	Justin Sampson
		Q&A	
15:10		Coffee	
	Reflecting on women and portrayal in advertising	Channel 4 and Kantar Media	Zoe Bowen-Jones and Martha Espley
	Why we shouldn't trust our gut instinct	Trinity Mirror and house 51	Andrew Tenzer and Ian Murray
	Diversity, identity and advertising	Cog Research	Rob Ellis
	Understanding radio content and advertising performance using predictive modelling techniques	Global	Matthew Jeffries and Kate Rutter
		Q&A	
	Keynote		Tobias Sturt
17:10		Close	
17:15		Drinks reception at hotel	

Friday 23 November 2018

Morning

Afternoon

Start	Title	Company	Who
09:00	Welcome		
	Keynote		Tracey Follows
	Welcome From The Session Sponsor	Research Bods	
	'Gender neutrality: It's Good for Business'	Economist and Ipsos	Marina Haydn and Adam Isaacson
	London in motion: understanding how commuters consume our ad content with agile video	Exterior and Voxpopme	Nicola Barrett and Tom Higgins
	If you build it they will come	Route	Euan Mackay
		Q&A	
11:05		Coffee	
	Debate: Reflections: 2018 - 2028	Chaired by Joe Lewis	James Myring, Frances Revel, Neil Sharman, Jo Tenzer, Tijen Enver
	Should social media carry a health warning?	MediaCom and Toluna	Pauline Robson and Debbie Snewing
	What's happening? How what's happening in our world is affecting our need for what's happening?	Twitter	Sara Picazo Lutton
	Reflections on successful TV sponsorships - how to create a killer campaign	ITV and Future Thinking	John Kryzanowski and Shaun Austin
	Mental brand mapping	PHD	Christopher White

Start	Title	Company	Who
		Q&A	
		Closing remarks from the Chairs	
13:30		Lunch	
		Afternoon at leisure	
18:30		Pre-gala drinks	

Saturday 24 November 2018

Departures

Hotel check out: 12:00 hrs

Before you depart for the airport, please ensure you check out and settle any personal extras charged to your room before leaving the hotel.

British Airways Flight

British Airways Flight

09:15 hrs BA697 departs hotel	10:40 hrs BA701 departs hotel
12:15 hrs BA697 departs Vienna Airport	13:40 hrs BA701 departs Vienna Airport
13:45 hrs BA697 arrives	15:15 hrs BA701 arrives
London Heathrow Airport - Terminal 3	London Heathrow Airport - Terminal 3