



The mechanics  
and art of  
media research  
MRG Conference London 2019

Tuesday 3rd December

One Birdcage Walk, Institution of Mechanical  
Engineers

<b>8:30 am</b>	<b>Registration opens</b>	
<b>9:00 am</b>	Welcome from the MRG chairs Keynote speech – Rory Sutherland	Louise Twycross Lewis & Joe Lewis
<b>10:00 am</b>	Welcome from our sponsors	UKOM
	Game Changers	Natalie Delahunty, Mediacom
	Compass: Innovative Passive Cross Media Measurement	Jeroen Verspeek & Beckie Goodfield, Ipsos & BBC
	Making Sense: The Commercial Media Landscape	Pete Buckley & Simon Frazier, Facebook & IPA
	Q&A	
<b>11.10 am</b>	<b>Tea and coffee break – Sponsored by Toluna</b>	
<b>11.30 am</b>	Welcome back from our sponsors	Culture of Insight
	In Plane Sight	Jack Newton, JC Decaux
	A matter of time	Nicole Greenfield-Smith, Thinkbox
	How the rise of eSports proves the value of niche online channels	James Burke, Kantar
	Q&A	
<b>12:40 pm</b>	<b>Lunch</b>	
<b>1.40 pm</b>	Welcome back from our sponsors	Kantar Media
	What makes modern Britain laugh	Laura Bankart & Siobhan McMenemy, BBC
	Unlocking the Gates to the Walled Gardens	Martin Greenbank & Alistair Hill, Channel 4 & OnDevice
	Panel/ Soapbox: -----	TBC
	The art of consumer journey story telling	Emma Russell, Wavemaker
	Q&A	
<b>3:30 pm</b>	<b>Tea and coffee break - Sponsored by Maru Blue</b>	
<b>3:50 pm</b>	Welcome back from our sponsors	Toluna
	Heart of Britain	Lizzie Gilthorpe & Richard Thomans, Differentology & TI Media
	Hear & Now	Kamilah Kamara, Radiocentre
	The Brand Benefits Study	Anna Cremin, Pearl & Dean
	Nostalgia: is it what it used to be	Grace Jasper, the7Stars
	Q&A	
<b>5:10 pm</b>	Closing address from MRG chairs	Louise Twycross Lewis & Joe Lewis
<b>5:30 pm</b>	<b>Close</b>	
<b>6:00 pm</b>	<b>Christmas Party @TigerTiger – Sponsored by Maru Blue</b>	