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T: (02) 9223 2600 | F: (02) 9223 2622
E: registration@iqpc.com.au

Extracting & Actioning Insights
To Drive Profitable Consumer-Focussed Business Decisions

You will discover how to:

- Appraise the ROI of research to gain internal buy-in and investment, to benefit: Branding, marketing, advertising, product development, planning, strategy and customer relationship management
- Develop a consumer-centric culture which places the consumer at the heart of the business
- Generate and leverage insights from a mass of qualitative and quantitative data
- Tailor insights to excite internal audiences and prompt an immediate reaction
- Gain a deeper understanding of the 360 degree consumer: New techniques and approaches

Featuring an Entirely Fresh Format:
- Roundtable discussion groups
- Facilitated speed networking
- Interactive brainstorming
- Extended panel sessions

Plus Shopper Focus
- Who is the new shopper?
- How can we target them?

Witness 20 Leading Innovators Deliver Their Ideas
On How To Stay Ahead...

Tina Raikko
Group Consumer and Market Insight Manager, HPC
UNILEVER AUSTRALASIA

Elise Hobley
National Business Manager - Category Development
SIMPLOT AUSTRALIA PTY LTD

Rose Gray-Spencer
General Manager - Brand and Communications
VODAFONE AUSTRALIA

Catherine Neubauer
General Manager
NICKELCOOQ AUSTRALIA

Stephen Dova
Marketing Manager
GREEN & GENERAL FOODS PTY LTD

Lisa Tufts
General Manager - Mobility Solutions Marketing
ERICSSON AUSTRALIA & NEW ZEALAND

Julie Cuphey
Business Intelligence and Market Research Manager
PFIZER AUSTRALIA

Elizabeth Moore
Director - Consumer Research
COMMONWEALTH BANK OF AUSTRALIA

Andrew Hughes
Marketing Manager
OPTUS LTD

Danny Vadasz
Director of Marketing
AUSIE BODIES PTY LTD

Marcus von der Lusche
Senior Market Analyst
NINE SEN

Jude Rutherford
Partner
JIGSAW STRATEGIC RESEARCH

Paul Jereen
Customer Relationship Marketing Specialist
VOLKSWAGEN GROUP AUSTRALIA

Michael Edwardson
Principal Psychologist and Managing Director
PSYCHOLOGICA

Kingsley Dunn
Director - Consumer Insights
ARNOTT'S BISCUITS LTD

Di Rachna Gandhi
Manager - Market Research
WESTPAC BANKING CORPORATION

Sam McKay
Commercial Director
HDYTS CINEMAS

Tracey Peterson
Head of Consumer Planning and Strategy
DIAGEO AUSTRALIA LIMITED

Sean McNally
Market Research Manager – Consumer Health
GLAXOSMITHKLINE

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Two Day Conference | 22nd & 23rd March 2005
Mid and Post-Conference Workshops | 22nd & 24th March 2005
Rydges Jamison | Sydney
Insight 2005 is dedicated to making sure you come away with firm, actionable new ideas on how to turn consumer research into smart, profitable decisions and innovative products or services. A stellar line-up of speakers from leading organisations will inspire you to rethink how you conduct your research, extract your insights and action them within your organisation.

This conference will go well beyond a discussion of marketing research techniques. It will encourage practical, creative thinking and a clear understanding of how to transform your organisation into a more consumer-focussed entity, ready to tap into the ever-changing mindset of your market. This is the one conference that you cannot afford to miss in 2005!

At IQPC’s Insight 2005, you will hear:

- How Vodafone effectively reached under-represented groups of the Australian population, in order to develop a national communications strategy
- What Hoyts, Unilever, GlaxoSmithKline and Green’s General Foods think of the new consumer and how businesses should evolve their understandings and research methods to grasp this change
- Simplot’s ideas on how shopper insights can influence your purchaser’s decision and how you can obtain buy-in from retailers and trade marketers
- How Commonwealth Bank of Australia created a company culture that places the consumer at the centre of the business
- What other delegates think will be the most relevant and effective future trends in consumer and shopper insights in the next 5-10 years
- Pfizer’s tricks of the trade on how to get the most out of your third-party supplier
- How Ericsson implemented their consumer insights to develop revenue growth initiatives, customer relationship strategies, marketing campaigns and products
- How Nickelodeon used a multitude of new techniques for the successful planning of the Kids’ Choice Awards
- Expert advice from Westpac, Optus and Volkswagen on how to appraise the value of research to gain ongoing financial investment and internal support
- Aussie Bodies’ secrets on how they created an award-winning new product in a competitive market
- Candid advice from Nine MSN on the values and risks of conducting on-line research

Conference highlights include:

1. Focus on interaction between delegates: Roundtable discussions, brainstorming around the room and networking sessions
2. Strong emphasis on how to strategically extract and use consumer / shopper insights to drive maximum profitability, throughout several units of your business
3. Award-winning speakers from top companies across a broad range of products and services industries and media
Drive an Organisational Culture Which Connects with the Consumer

1.50 Working Effectively With Third Parties to Improve the Quality of Insights in Commissioned Research and Streamline Processes
- How can you gain more value from external research suppliers?
- How can you encourage information flow between supplier, team and client?
- How can you encourage suppliers to be more customer-centric and generate insights?
- How can you build long-term relationships with suppliers so that they understand your brand and your business?
- How can we cut costs?
Julie Curphey
Business Intelligence and Market Research Manager
PFIZER AUSTRALIA

2.40 Communicating Research Findings in a Tangible Way That Excites Internal Audiences and Prompts Immediate Action
- Understanding your internal customer: Making the information relevant and easy to digest for clients
- Attaching realistic scenarios to insights to make them more actionable
- Managing the fine-balance between analysis and art to present the insights in a language your clients understand
- Keeping on the case: Monitoring the progress from when insights are communicated
Facilitated by the Chair

3.20 Afternoon Tea Break

- What is an insight? Understanding what constitutes a potentially profitable piece of information
- Making sure that you are asking the relevant questions to gain the insightful answers you need
- Innovating your approach to ensure you are not missing a trick
Kingsley Dunn
Director - Consumer Insights
ARNOTT’S BISCUITS LTD

4.20 More Time to Network Plus Discuss Your Main Challenges. What are the Future Trends That Will Emerge in the Next 5-10 Years?
- Evolving demographics and family units and households
- Changing priorities of Australian consumers
- The trends of health and wellness: Fad or sustainable trend?
- Convenience as a growing phenomenon
- How consumers shop and what motivates purchasing decisions
- Trends from the US and Europe: Looks at trends from overseas to predict what’s next
Plus: integrating analysis with research and combining the softer future trends analysis with the big financial picture
Tracey Peterson
Head of Consumer Planning and Strategy
DIAEGO AUSTRALIA LTD

5:00 The Chair Sums Up At the End of the Day – Go Home Feeling Inspired and Excited

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For details and to order, please see the back of the brochure or call Lyndy Ahipene on (02) 9229 1011, fax (02) 9223 2622 or email lyndy.ahipene@iqpc.com.au
Transform Insights Into Actionable Ideas and Strategies

Conference
Day Two | 23rd March 2005

9.00 The Chair’s Welcome Back to the Conference

9.10 How to Use Superior Customer Insights to Drive Enhanced Marketing Strategies
- Develop customer (operator) relationships and instigate traffic and revenue growth initiatives
- Provide a key source of expertise and intellectual property for marketing activities such as Ericsson’s professional ‘Advise’ services
- Drive global product R&D and product development processes
Lisa Tuffs
General Manager - Mobility Solutions Marketing
ERICSSON AUSTRALIA & NEW ZEALAND

9.50 Looking at New Ways of Understanding Consumer Behaviour and How Research Should Evolve to Meet the Changing Needs of the Consumer and the Business
Focusing on:
- Should we re-invent the wheel when it comes to techniques or revamp traditional approaches?
- How can consumer insights be integrated with the world of marketing metrics?
- Is there a greater need to understand the psychology of consumer emotion?
- How can we research with diverse audiences?
- What will the future research landscape look like and how will researchers need to adapt?
Tina Raikeko
Group Consumer and Market Insight Manager, HPC
UNILEVER AUSTRALASIA
Sean McNally
Market Research Manager – Consumer Health
GLAXOSMITHKLINE
Stephen Dove
Marketing Manager
GREEN’S GENERAL FOODS PTY LTD
Sam McKay
Commercial Director
HOYTS CINEMAS

10.30 Mid-Morning Refreshment Break – Grab a Cup of Tea and Exchange Business Cards

10.50 Developing Shopper Understanding and Applying Shopper Insights to Re-Invent a Category and Devise a Motivational Store Environment
- Beyond shopper surveys: How to go about researching in-store behaviour without infringing on consumer privacy
- Understanding what factors motivates consumer purchasing decisions and how in-store triggers can influence shopper behaviour
- Analysing different demographic groups attitudes to shopping
- Discovering the relationship between high-level need states, emotional drivers and functional benefits that come into play with consumer purchasing behaviour
- Gaining buy-in from retailers and trade marketers to ensure that insights are incorporated into sales plans
Elyse Hockley
National Business Manager - Category Development
SIMPLOT AUSTRALIA PTY LTD

11.30 Using Consumer and Market Insights to Develop an Innovative New Product in a Competitive Category
- Transforming exciting new ideas into fully articulated new product concepts
- Analysing the most appropriate qualitative and quantitative techniques to test new product concepts

12.10 Harnessing Understanding from Diverse Audiences to Devise a Complex Communications Strategy
- Segmenting the Australian population according to the project’s objectives
- Connecting with diverse and often under-represented groups to elicit meaningful responses
- Gaining feedback from audiences as to their media and channel preferences
- Applying insights to create and inform a complex national communications strategy
Rosie Gray- Spencer
General Manager - Brand and Communications
VODAFONE AUSTRALIA

12.50 Lunch

2.00 Exploring How Market Research Can Be Used to Inform Brand Strategy and Build Emotionally Resonating Brands
- Examining the relationship between consumers and brand choice: What shapes a consumer perception of a brand?
- Understanding what other factors influence brand choice in different categories and the value that is placed on brand
- Discovering how consumers perceive the emotional and functional benefits of the brand
- Harnessing insights to re-position and / or extend the brand
Reserved for IQPC CONFERENCE PARTNER

2.40 New Approaches to Conducting Advertising Research That Elicits an Authentic Response
- Focus groups: Just how effective are they in gathering meaningful information?
- Analysing the social dynamics of the modern-day focus group and the effects of demographics and psychographics
- Moving beyond the traditional focus group model to gain a greater degree of detail
- Practical tips and techniques in recruiting for, moderating and (not) influencing focus groups
Jude Rutherford
Partner
JIGSAW STRATEGIC RESEARCH

3.10 Afternoon Tea Break – Last Chance to Network and Exchange Business Cards

3.40 Assessing the Benefits and Limitations of Conducting On-Line Research
- Discussing the privacy laws and legislation regarding on-line communication and how to gain email addresses
- Finding reliable and representative respondents
- Interpreting findings from on-line surveys into a context that is realistic and applying some correction to rushed responses
- Assessing the ROI and benefits of using on-line in certain situations and how to contextualise it amongst other research findings
Marcus von der Luehe
Senior Market Analyst
NINE MSN

4.20 Techniques Showcase: Pick ‘n’ Mix Bite-Sized Sessions – New Ways of Understanding the Consumer
Learn to evaluate and implement the most contemporary, relevant research methods to keep you ahead of the competition. In this interactive session, you will hear about the latest techniques including:
- Life-stories
- Segmentation
- Ethnography
- Usability research

5.00 Final Summing Up of Conference and Exploration of What Has Been Learned and What Delegates Can Take Away

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22nd March 2005  Mid-Conference Workshop A: How to Move Beyond the Traditional Focus Group, to the ‘Consumer Ideas Group’
Evening | 6.00pm – 8.30pm

Focus groups have been known to produce polite, generic, and uninspiring responses from the market and can generate insights without any delivering a clear direction. This practical workshop will teach you how to implement a new qualitative tactic that minimises ambiguity and allows fresh ideas to be born: the ‘consumer ideas group’.

This new method will help you to:
- Select the right participants to generate high-quality, meaningful responses
- Yield more honest responses from the market
- Foster an environment that allows the co-creation of new ideas between the market and the marketer

Dr Ken Hudson will show you how to use this new methodology, which is already being implemented by leading companies such as Disney and Smiths.

Learn how to:
- Use ‘creative thinking tools’ to drive your respondents to work for you
- Engage respondents in an open, critical and creative dialogue
- Turn insights into new ‘thinking outside the square’ concepts

Case Studies: Learn how the consumer ideas group generated new ideas for FMCG giants, leading to:
- New product development
- Stand-out advertising campaigns
- The most effective marketing tools for their products/services and markets

Dr Ken Hudson has worked with leaders from many different organisations to improve their innovation results and their innovation capability. He has taught and consulted in the area of innovation since 1996. Dr Hudson combines over 16 years senior management experience with organisations such as Citibank and American Express with a PhD. He lectures post-graduate students at the University of Technology, Sydney and has also lectured at Sydney Graduate School of Management.

IQPC can create a sponsorship or exhibition package to match your objectives.
IQPC sponsors enjoy extensive benefits including:
- Direct access to your target market
- Enhancing your company or brand position
- Increasing your competitive selling advantage
- Achieving a high profile association with a key industry event

For more details on the promotional opportunities that sponsorship can offer, contact Clare Flynn on (02) 9229 1035, fax (02) 9223 3863 or email clare.flynn@iqpc.com.au

24th March 2005  Post-Conference Workshop B: How to Interpret the Consumer within the Shopping Context to Influence Their Purchasing Decisions and Inform In-Store Strategy
Full-day workshop | 9.00am – 5.00pm | Lunch and refreshments served

Up to 85% of purchase decisions are made in-store… what are you doing to target the shopper within the store environment? Shopper insight is increasing in value and significance and retailers and manufacturers recognise that the shopping consumer is one of the most important consumers to engage and interact with.

At this practical workshop you will discover how people shop, how to research shoppers and how to use insights to plan and inform category and marketing strategy.

Key areas to be covered
The big picture:
- Why is shopper insight now so important? What can shopper insight be used for and how can it make a difference?
- Interpreting the consumer within the shopping environment
- Analysing different shopper demographics, lifestyles and the role of emotional and rational decision-making whilst shopping
- Deconstructing the shopper in his/her various shopping missions – looking at the difference between the weekly, daily, lunch break and impulse shopper

Methodologies / Approaches to sourcing insights:
- Beyond shopper surveys: Exploring new ways of understanding the shopper within the store environment without infringing on privacy laws
- Appraising qualitative and quantitative research methodologies and their benefits and limitations in informing strategy
- Innovative new techniques for example, videos and ethnography

Organisational and Action:
- What is a shopper insight? Transforming data into meaningful and tangible insights
- Who owns the insight? Working effectively with retailers, trade marketers and the marketing team to make sure insights get actioned
- Communicating insights to the sales team in a language that they understand and means they get used in category and sales plans
- Collaborating with third parties to drive action quickly
- Testing concepts with shoppers before radically changing strategy

The Best Bits, Case Studies:
How insights have been used to drive category growth, improve store environment and increase sales

Plus:
Best-practice from overseas: How insights are being used in the US and Europe

Richard Barwick
Senior Account Manager
COLMAR BRUNTON RESEARCH

Roger Jackson
Managing Director
REAL WORLD MARKETING AND THE PARTNERSHIP GROUP

Richard Barwick, Senior Account Manager, has over 8 years market research and marketing experience gained in both Australia and the U.K. Prior to joining Colmar Brunton Richard worked for over three years in the U.K. both for Research International and Safeway supermarkets. He has extensive experience in utilising both quantitative and qualitative methodologies and is a recognised shopper insights research specialist.

Roger Jackson, Managing Director of Real World in Australia, has 20 years experience of sales and marketing issues in FMCG with UK companies including Unilever, United Biscuits and Kraft Foods preceding 5 years in consulting practice. He is a member of the Chartered Institute of Marketing, the Market Research Society and has an MBA from the Open Business School.
Payment includes lunches, refreshments, a detailed conference.

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IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations of the speakers and/or topics will be updated on our web page as soon as possible.

IQPC recognises the value of learning in teams. Take advantage of one of these special rates:

1. Gain preferential access to the senior executives in your target market and demonstrate your newest products
2. Meet decision makers face-to-face to leverage your products and build your brand
3. Establish strong relationships and make proposals to potential customers
4. Demonstrate your expertise and product excellence

For specific details of sponsorship and exhibition packages, please call Clare Flynn on (02) 9229 1035, fax (02) 9223 3863 or email clare.flynn@iqpc.com.au

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Accommodation is available at the Rydges Jamison, Sydney. Please state that you are booking for an IQPC conference to be eligible for the discounted rates.

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Register a team of 4 to the conference at the same time from the same company and receive a free pass for a 5th delegate.

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