

8:30 am	Registration opens	
9:00 am	Welcome from the MRG chairs Keynote speech	Stef Hrycyszyn and Frances Sheardown To be confirmed
10:00 am	Welcome from our sponsors	UKOM
	Exploring the future of media measurement	Sonja Ajdin, BARB, Mathilde Leblond, Freshminds
	When quant met qual: a social listening love affair	Kitty Jansz-Moore, Mediacom
	How to be remembered: making media memories that stick	David Bunker, BBC James Bryson, MTM
	Q&A	
11.10 am	Tea and coffee break	
11.30 am	Welcome back from our sponsors	Toluna
	Premium proof - does environment and context matter in a programmatic world?	Anthony Jones, AOP Denise Turner, Newsworks Heather Andrew, Neuro-Insight
	Defiant pioneer: combining biometric and survey data to drive online content and sponsorship effectiveness	Dave Chopping, Sky Media Shaun Austin, Future Thinking
	Sponsorship rocks: championing sponsorship as the best bet for brands	Sophia Field, Channel 4 Dan Brilot, Differentology
	Q&A	
12:40 pm	Lunch	
1.40 pm	Welcome back from our sponsors	Kantar Media
	Soapbox: truthfulness and trust in research	Chaired by Stef Hrycyszyn Richard Shotton, Manning Gottlieb OMD Sean Adams, the seed Anna Sampson, Magnetic Sara Picazzo, Twitter Andrew Tenzer, Trinity Mirror
	Where would we be without brands?	Matt Hill, Thinkbox
	Accelerating failure in a post-expert world	Paul Barrow, Blinc Partnership
	Between the years	Lindsay Ferrigan, RAJAR
	Bring out the bodies – the role of insight in a data-flooded world	Sue Elms and Dave Brennan, BE Insight
	Q&A	
3:40 pm	Tea and coffee break	
4:00 pm	Prize draw	Sponsored by Research Bods
	Almost everyone is mad, but some can control their madness	Euan Mackay, Route
	Contextual feeling: Identifying and measuring valuable Contextual Moments	Neil Taylor, Channel 4 Max Willey, BDRC Continental
	'Evidencing attention': are engagement and investment behaviours a new way to measure attention?	Claire Charron, Google Ruby Wootton, Revealing Reality
	Untangling the fairy lights - a fresh perspective on seasonal behaviour	Frances Revel, 7Stars
	Q&A	
5:10 pm	Closing address from MRG chairs	Stef Hrycyszyn and Frances Sheardown
5:30 pm	Close	