



media  
research  
group

# MRG CONFERENCE 2011

RIBA, PORTLAND PLACE ON 1<sup>ST</sup> DECEMBER

09.00 REGISTRATION STARTS

09.30 CONFERENCE WELCOME

KEY NOTE SPEAKER **TIM HARFORD**

TIM HARFORD IS AN AUTHOR, PRESENTER OF RADIO 4'S "MORE OR LESS" AND COLUMNIST FOR THE FINANCIAL TIMES WHERE HIS COLUMN, "THE UNDERCOVER ECONOMIST", REVEALS THE ECONOMIC IDEAS BEHIND EVERYDAY EXPERIENCES

10.15 'HOW ARE YOU INTEGRATING BEHAVIOURAL ECONOMIC THINKING INTO YOUR WORK?'  
**MEDIACOM**

10.40 'MEDIA AND THE MOOD OF THE NATION'  
**SPARKLER / RAB**

11.00 Q&A ON PAPERS

11.10 COFFEE BREAK

11.25 CURRENCY UPDATE 1

11.30 PANEL: MEDIA AGENCY INSIGHT DIRECTORS DISCUSSING THE LATEST THEMES

12.00 'ONLINE ENGAGEMENT: WE MIGHT BE GETTING THERE'  
**SKY / CRANFIELD SCHOOL OF MANAGEMENT**

12.25 'SHOW ME THE MONEY! - PROVING THE VALUE OF THE TABLET'  
**NEWS INTERNATIONAL**

12.50 Q&A ON PAPERS

13.00 LUNCH

14.15 CURRENCY UPDATE 2

14.20 'YOUTUBE SKIPPABLE PRE-ROLLS: MEASURING THE POWER OF CHOICE'  
**GOOGLE**

14.45 'BIG BROTHER RESEARCH - WHO'S WATCHING WHO?'  
**CHANNEL 5 / IPSOS**

15.10 COFFEE

15.25 CURRENCY UPDATE 3

15.30 'AIRPORT LIVE'  
**JC DECAUX**

15.55 'TELEGRAPH PRINT + NET ONLINE MULTIPLIER STUDY'  
**DAILY TELEGRAPH**

16.20 Q&A ON PAPERS

16.30 6 INDUSTRY SPEAKERS SHARE THE GOOD, THE BAD AND THE UGLY FROM OUR INDUSTRY

17.00 CONFERENCE CLOSE

17.15 DRINKS, FOLLOWED BY THE CHRISTMAS PARTY

TICKET PRICES FOR MEMBERS:

**CONFERENCE ONLY - £250**

**CONFERENCE AND PARTY - £270**

PLEASE CONTACT:

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