

Convenors on the day:

Katja Birke, Managing Director, Produkt + Markt

Yannick Rieder, Manager Market Research & CI, Janssen-Cilag GmbH

Barbara Lang, Managing Director, Point Blank Research

Market research in transition: from a people business to AI-driven interactions?

08.45 - 09.15

Registration and Welcome Coffee

09.15 - 09.35

Convenors

Welcome and introduction to the day

• Market research in transition: more DYL, more AI - but what is our role as human beings in an ever-changing environment?

“What have been your magic moment, when do you feel crafting impact in MR today?”

09.35 - 10.15

Key Note: Q I Agentur für Forschung (Paul Simmering) – Impulse and best practice: How can AI be used sensibly within market research?

10.15 - 11.00

HUB and Hands on Training “Experience AI” – Part 1: Training sessions
(4 x 20 min)

- **Use ChatGPT to find, extract and condense public available information in a blink of an eye** (Host: Yannick Rieder, Janssen-Cilag GmbH)
- **How to bring personas and patient journeys to life with text-to-image AI** (Host: Rieke Burfeind and Francesca Canu, Point Blank)
- **Coding is team play – How the use of AI makes coding open questions efficient and consistent.** (Host: Claudia Uffman and Felix Tiede, pharma-insight)
- **Learn how to create synthetic respondents and find out what they have to tell you** (Host: Paul Simmering, Q I Agentur für Forschung)

11.00 - 11.15

Networking Coffee Break

11.15 - 12.00

HUB and Hands on Training “Experience AI” – Part 2

12.00 - 13.00

Networking Lunch

13.10 - 13.45

Paper: Samy Issaoui, Instar – Message Recall is Dead – How Message impact Tracking can support Actionable Business Strategy

13.45 - 15.30

Coffee available from
14.45 self service

World Café

- Human Resources: How can we inspire and retain young employees for market research?
- Re-Inventing Presentation of Study results – from pure insights to actions (P+M)
- Administrative processes (DHG, ESG...) – where to go next?
- Future of Germany Chapter... what is next – what is the topic next year?

Wrap Up Discussion

15.30 - 16.00

Wrap up - open discussion

16.00 - 16.30

Networking Drinks and End of Day

Venue:

betahaus | Kreuzberg (Coworking & Event Spaces)
Rudi-Dutschke-Straße 23
10969 Berlin Germany

