



Mobile Research Conference 2010:

Prestigious speakers from academia and commerce come together to join the debate – and there's still time to join them!

London, Cologne, New York, Vienna 1st October: Following the success of the 2009 event, the organizing committee of the Mobile Research Conference (www.mobileresearchconference.com) announces its line-up of prestigious keynote speakers at next year's event on 8-9th March in London. Hosted by Globalpark, a leading provider of panel, community and survey software, the conference is the must-attend event for anyone interested in understanding this emerging research platform.

Long heralded as the 'next big thing' in market research, the mobile platform presents interesting opportunities and challenges to market researchers. The conference will present, discuss and debate the key issues in mobile research both throughout the programme and in informal networking sessions. What makes MRC 2010 unique is the combination of end-client, agency and academic experts sharing their experiences and knowledge. Confirmed speakers include: *(further details are provided at the end of this announcement)*:

- Paul Berney of the Mobile Marketing Association (MMA)
- Professor Mick Couper of the University of Michigan
- Professor Nicola Döring of Ilmenau University of Technology
- Dr Liz Nelson of Fly Research
- Guy Rolfe of Kantar
- Richard Windle of Ipsos MediaCT Worldwide

The agenda for Mobile Research Conference 2010 has been devised by a cross-discipline Programme Committee and incorporates the feedback and suggestions of delegates from last year's inaugural event. The format will include keynote presentations, case studies and two panel debates. If you have a story to share, please apply through **the Call for Papers online:**

<http://www.mobileresearchconference.com/index.php/page/call-for-papers>

Delegates registering by 15th January 2010 will save 25% on the standard delegate fee. <http://www.mobileresearchconference.com/index.php/registration>

Ends

For further information please contact:

Lucy Green T: +44 (0)7817 698366 e: lgreen@greenfieldscommunications.com

Charlotte Herbert T: +44 (0)7870 204242

e: cherbert@greenfieldscommunications.com

Globalpark AG

Julia Schwarck T: +49 2233 7933 735 e: julia.schwarck@globalpark.com

More details on confirmed speaking sessions:

Paul Berney, Managing Director Europe of the Mobile Marketing Association (MMA)

who will discuss 'Has mobile reached its tipping point?- data and insight on the growth of the mobile channel'. The MMA is the global trade body of the industry and has a unique perspective on the growth of the channel. Through reference to data and insight from over 700 member companies from every part of the mobile marketing eco-system, Paul Berney will outline what is driving the growth of the channel, where it's happening and what makes it relevant to consumers.

Academic keynotes include: **Mick Couper Ph.D, Research Professor at the University of Michigan** who will present a paper entitled 'Visual design in online surveys: lessons for the mobile world.' A hugely influential figure in the study of survey responses, data collection and processes, Professor Couper is currently carrying out research into the design of web surveys. He is extensively published with countless papers and books to his name as well as numerous presentations.

Nicola Döring Ph.D, Professor of Media Design & Psychology at Ilmenau University

of Technology in Germany will focus on the psychological aspects of carrying out interviews by mobile phone. We are delighted to have such a respected and prominent speaker as Professor Döring, who is highly respected in her field. She is particularly interested in online and mobile communication, and new media, research and evaluation methods.

We're also delighted that **Dr Liz Nelson of Fly Research**, who has been at the forefront of the UK mobile research industry, has agreed to take part in the Conference for a second time, this time participating in one of two panel sessions at the event. Panel debates will address 'How do we get the market research industry to take the mobile platform more seriously?' and 'Integrating mobile research findings with other research methodologies'.

Guy Rolfe, Mobile Knowledge Leader at Kantar, the insight and consultancy division of WPP, will focus on where mobile research is heading in the next few years and what we can expect the landscape to look like. Rolfe has overseen the development of Kantar systems to enable mobile research and continues to spearhead the exploration of emerging technologies and techniques.

In a 'Head to Head' slot, **Richard Windle Global Research Director at Ipsos MediaCT Worldwide**, will debate what the decline of the fixed line telephone will mean to market and mobile research with **Marek Fuchs, Associate Professor at the University of Kassel**, Germany. Richard Windle has more than 25 years' market research experience, specialising in media and particularly in media measurement. Marek is one of the world's leading academics in the field of social research. He has conducted extensive research into methodological aspects of web surveys and the use of mobile phones in survey research.

About Globalpark

Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behaviour of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach. Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria. For more information, visit www.globalpark.com

