

Merlien Institute presents:

INSIGHTS VALLEY EUROPE

Generating actionable consumer insights that drive growth and differentiation

Senior executive speakers include:



Bert Nijhuis
*Consumer
Technical Insight
Director*
Unilever



Erika Fattori
*Head of
Community
Intelligence*
UniCredit



Jayne Hilditch
*Corporate
Services Director*
**Thames Valley
Housing
Association**



Herman Huizinga
*Senior Vice
President of
Business
Intelligence*
ING Card



Jennie Sallows
*Senior Research
Manager*
BBC

2012



**Sarah
Papamichalis**
*Global Head B2C
CRM, Strategy &
Enablement*
Philips



Joris Holtus
*Director Product
Strategy*
**KLM Royal
Dutch Airlines**

Join us at Insights Valley Europe and hear how top consumer facing companies are developing effective strategies to optimise the collection and use of consumer insights for innovation, marketing and product development



Maritza DiSciullo
*Vice President,
Member Research
& Intelligence*
**Navy Federal
Credit Union**



**Dr. Pamela
Pauwels**
*Director Customer
Insights and
Innovation*
**Philips
Healthcare**

Network and discuss with key decision makers from across different industries.



Joost Bosma
*Head of Customer
Insight*
**NS Dutch
National Railways**



Surag Patel
*Director, Global
Research*
InMobi

Participate in our interactive brainstorming sessions to share ideas with your peers and evolve best practices.



Jacek Powalka
*Marketing
Director*
InPost



Joëlla Marsman
*Research
Manager*
Heinz

Leverage the wealth of practical ideas gained during the event to advance your consumer insights strategy!

The consumer insights and market research industry is advancing in an alarming rate! Don't be left behind!

Program highlights:

- Developing an insight driven business strategy that will ensure growth in times of austerity
- Creating a customer-centric organisation and culture that drives successful innovation
- Examining how online communities can help bring consumers to life
- Developing a social media research & big data strategies that will yield measurable business value
- Uncovering customer brand interaction to optimise digital brand engagement strategy
- Balancing the needs for cost efficiency, quality and speed of delivery in consumer insights projects

Register now: insightsvalley.com/europe