

SAMRA Annual Conference 2015
13 and 14 May 2015
Cathedral Peak Hotel, Drakensberg, Kwazulu-Natal, South Africa

Tuesday 12 May 2015 – Delegates Arrival		
12h00	15h00	Delegate lunch (Buffet)
14h00	18h00	Check-in
12h00	18h00	Leisure time (enquire at reception regarding hikes, golf, and other activities)
18h00	Late	Networking Dinner (Braai)
Wednesday 13 May 2015 – Delegate Registration and Conference		
07h45	08h30	Delegate registration
08h30	18h15	Conference (see programme below)
18h15	Late	Networking Dinner (Buffet)
Thursday 14 May 2015 – Delegate Registration and Conference		
07h45	08h30	Delegate registration
08h30	17h15	Conference (see programme below)
17h15	19h00	Preparation for Awards Dinner
19h00	24h00	Awards Dinner (Dress: Formal)
Friday 15 May 2015 – Delegate Breakfast and Departure		
06h00	10h00	Breakfast buffet
06h00	10h00	Check-out and departure

SAMRA ANNUAL CONFERENCE 2015 CONFERENCE PROGRAMME

Wednesday 13 May 2015					
Start	End	Title	Speakers and Authors	Facilitator	
07:45	08:25	Registration	Honorary Member Shirley Benney & the ESOMAR Students		
08:30	08:50	Welcome	Leonie Vorster (SAMRA Chief Executive Officer)	Elsa Thirion-Venter	
08:50	09:00	The State of the Market Research Industry Video Address	Guest Speaker: Finn Raben (ESOMAR Chief Executive Officer)		
09:00	09:30	Opening Address	Ineke Prinsloo (SAMRA Chair)		
09:30	10:10	Empowering Brands with Research: The Noah Principle	Guest Speaker: Dipanjan Chatterjee (Senior Vice President, Y&R/BAV Consulting)		
10:10	10:20	Q&A			
10:20	10:50	Networking break and refreshments			
10:55	11:25	Throwing the dice: Building Predictive Analytics while accounting for randomness and irrationality	Research Paper by Gareth Lloyd, Ian Durbach & Dieudonne Kantu	Elsa Thirion-Venter	
11:25	11:55	Revolutionising survey imagery: Revising and optimising the fundamentals	Research Paper by Carryn Smit, Kyle Findlay, Amanda Bolters & Constantin Michael		
11:55	12:05	Q&A			
12:10	13:10	Build-a-Burger Lunch			
13:15	13:45	The influence of the 'joiner': Improving the representation of mobile research through opt-in sample control and calibration	Research Paper by Shirley Jeoffreys	Ineke Prinsloo	
13:45	14:15	Sampling - The Acid Test	Research Paper by Diane Gantz		
14:15	14:45	Considering the impact of anonymity on the quality of data obtained in a Market Research Online Community (MROC)	Research Paper by Tonette de Jager		
14:45	15:00	Q&A			
15:00	15:30	Networking break and refreshments			
15:35	16:05	The 'real' cost of poor education	Research Paper by Ans Gerber & Ingrid Matthiae	Ineke Prinsloo	
16:05	16:45	Coaching on the route to excellence	Opinion Piece by Shinell Horak & P.J. Claasen		
16:45	17:25	The Evolution of the Market Research Industry through Pedagogy and Mentorship	Guest Speaker: Jack Hlongwane (Research Executive, African Response)		
17:25	17:45	Q&A			
17:45	18:15	Wrap-up: Day 1			
Thursday 14 May 2015					
Start	End	Item	Speaker/s	Facilitator	
07:45	08:25	Registration	Honorary Member Shirley Benney & the ESOMAR Students		
08:30	08:40	Welcome and logistics	Leonie Vorster (SAMRA Chief Executive Officer)	Elsa Thirion-Venter	
08:40	09:20	Future Kids Future Customers	Guest Speaker: Andy Hadfield (ForGood)		
09:20	09:30	Q&A			
09:30	10:00	The New Political Battleground: The 2014 South African National Elections on Twitter	Research Paper by Kyle Findlay & Ockert Janse van Rensburg		
10:00	10:30	And the winner is... Applying ranked based algorithms to social phenomena	Research Paper by Zareena Khan, Zarif Kahn & Alistair Davidse		
10:30	11:00	Why Bankers must take Freeloaders seriously	Opinion Piece by Lebo Motshegoa		
11:00	11:15	Q&A			
11:15	11:45	Networking break and refreshments			
11:50	12:20	Context matters: Creating more powerful marketing strategies by resonating with people via an understanding of the lens through which they see the world and drive their lives	Research Paper by Neil Higgs	Elsa Thirion-Venter	
12:20	12:50	Is what you choose as important as how you choose it?	Research Paper by Henk Pretorius & Sean Louw		
12:50	13:00	Q&A			
13:00	13:45	Taco Lunch			
13:50	14:20	Understanding why smartphone users behave the way they do	Research Paper by Joe Boniaszczuk	Ineke Prinsloo	
14:20	14:50	SMSing to Improve: Mobile Research Comes of Age	Research Paper by Matt Angus-Hammond		
14:50	15:00	Q&A			
15:00	15:30	Networking break and refreshments			
15:35	16:05	Comparing mobile and online insights: A qualitative case-study.	Research Paper by Amoné Redelinghuys	Ineke Prinsloo	
16:05	16:35	Advertising isn't everything: unleashing a brand's potential by identifying and measuring the hidden gems that can seriously drive growth.	Research Paper by Catherine Burton & Kathrine Starke		
16:35	16:45	Q&A			
16:45	17:15	Wrap-up: Day 2			