

EXHIBITOR INVITATION
ESOMAR/SAMRA
 Half-Day Afternoon Conference
7 November 2024
 15:00 to 17:00

A mini conference to showcase the best of the ESOMAR Congress held in Athens, Greece (September 2024)

Venue: Old Mutual, Pinelands, Cape Town

RSVP: Friday, 18 October 2024

SAMRA
 SOUTHERN AFRICAN MARKETING RESEARCH ASSOCIATION

ESOMAR

ESOMAR / SAMRA Connect in Cape Town

ESOMAR/SAMRA Connect:

Date: 07 November 2024

Time: 15:00 to 17:00 (SAST)

Weaving continents together

Venue: Old Mutual Offices

The ESOMAR Congress 2024 was held in Athens in September- with more than 1000 delegates from 77 countries.

Mutualpark

Jan Smuts Drive

Pinelands

Come get your own download of the best articles and presenters- the global best in our industry

In-person delegates: Free (see registration link in email)

Online delegates: Register and pay to receive your unique link (see email for links)


What's it about?

This is also the start of the collaboration between ESOMAR and SAMRA towards the 2026 ESOMAR Africa conference.

Who is this for?

Everyone interested in global market research trends and futures.

Speakers

Speaker	Short Bio
 <p>Ajay Bangia Global Service Leader, AI Innovation at Ipsos</p>	<p>Ajay, a natural storyteller with an innate passion for unravelling intricate narratives, focuses his energy on discovering insights that have the power to transform wicked problems into creative solutions. He works closely with marketing and insight leaders across a myriad of industries to shape better products, craft meaningfully unique brands, and create frictionless experiences, all underpinned by a solid foundation of customer empathy.</p> <p>At Ipsos, Ajay is at the forefront of blending technology with qualitative research. His recent endeavours focus on the development and incorporation of AI-enabled initiatives. These are designed to elevate the qualitative research process, enhance the quality of outputs, and optimize efficiency.</p>



Rollo McIntyre

Global Service Leader, HI
Innovation, UK at Ipsos

Rollo heads up HI innovation for Ipsos UU, the world's leading qualitative community. He was previously Head of Qual at Ipsos UK. He has been in research for over 25 years and has pioneered new qualitative approaches in areas as diverse as Big Idea, co-creation and intelligence platforms. He regularly trains clients and colleagues on insights and storytelling and is the global lead for qualitative advertising research at Ipsos.

Prior to research he ran an import company in Costa Rica, a bolero bar in Spain and has also worked in publishing, teaching and training in the UK.

Rollo believes "Qual research should be immersive, innovative and inspirational. We should always observe before asking questions and help clients feel insight not just read it."



Jim Legg

Global Head of
Operations, United States
at Ipsos

Jim is a performance-driven executive offering close to 30 years of comprehensive achievements within global and startup organizations.

In his tenure at Ipsos, Jim has led or co-led the development of dozens of performance-based, low-cost solutions. Recognized for ability to incorporate innovative techniques including AI, that result in enhanced business practices, increased productivity and profits.

Currently he has been focused on supercharging AI into UU's curation and workshop products. His goal is to create tools that make complex prompt engineering easy for Ipsos UU researchers, facilitators and curators. As a result, Ipsos UU clients will enjoy all that AI has to offer.



Winani Ndlovu

Group Market Research
Manager at Nedbank

Winani is an experienced research professional, with over 15 years research experience gained within research agency, pharmaceutical, biotechnology and professional services spaces. In addition, Winani has extensive experience within the employer branding environment, where she has worked as a research specialist at Universum for the past 8 years.

Winani holds Master of Business Administration, General Management from Coventry University, United Kingdom and is a skilled strategic market researcher across disciplines such as strategy development and market segmentation to name a few.



Adhil Patel

Director of Research:
Africa at MDI

As Director of Research: Africa, Adhil brings over 25 years of expertise to the table, during which he has developed his research skills, with a leaning towards brand consulting. He's passionate about understanding why people do the things they do, and he strives to make a meaningful impact in the market research industry through an unquenchable curiosity and a desire to experiment.

The programme

Programme slots	Speaker	Description	Start
Arrival, registration and networking			14:00
SAMRA Welcome	Grant Lindhorst	Welcome and introduction from SAMRA Chair	15:00
ESOMAR Welcome	Joaquim Bretcha	An introduction from ESOMAR Director General	15:15
ESOMAR Congress 2024 Overview	Andrea Rademeyer, Adhil Patel and Winani Ndlovu	An overview of the ESOMAR Congress held in Athens in September 2024	15:30
Best Overall & Best Qualitative Paper	Ajay Bangia	"Empathy or Emptiness" Ipsos Malaysia	16:00
Best Paper Finalist	David VL Smith	"The Human-AI symbiosis: Defining the future of insights; where wisdom meets technology"	16:30

The programme is subject to change

The sponsors and exhibitors (to date):

SPONSORS



Look forward to seeing you there...