

17th Congress of Market and Opinion Researchers: Programme			
Day 1, Thursday, 13 October 2016			
9:30 - 10:00	Registration & Welcome Coffee		
10:00 - 10:15	Opening Address Chair of Programme Board President of OFBOR Management Board, President of PTBRIO Management Board Rooms C+D+E+F (2nd floor)		
	Plenary Session		
10:15 - 10:45	Acceleration: Rushing Forward Aleksandra Przegalińska		
10:45 - 11:15	Is Europe Facing a Continental Shift? Edouard Lecerf, Global Director, Political and Opinion Research, Kantar Public		
11:15 - 11:45	An Archipelago City: A Story on the Edge Filip Springer		
11:45 - 12:15	Main Sponsor Presentation Ariadna		
12:15 - 1:30	Lunch Break		
	Lifestyle Session hosted by Marta Olcoń-Kubicka Rooms A+B+C (2nd floor) Session 1	Demo/Gender Session hosted by Justyna Drożdżikowska Rooms D+E+F (2nd floor) Session 2	Youth and the Media Session hosted by Stanisław Mencwel Congress Hall (3rd floor) Session 3
1:30 - 2:00	I'm a chav Bartłomiej Brach, Królicza Nora Dominika Sitnicka, Agora/Królicza Nora	Kids immersed in technologies Edyta Czarnońa, Zymetria Tomasz Bruss, MEDIAFARM	New gods of younger teens and their marketing potential Anna Mazerant, 4P Research Mix
2:00 - 2:30	I like music and you like music, so do we have more or less in common? Types of engagement in music and fan segmentation Anna Kuropatwa, Havas Media	It's not easy being adult!... Do we have to? Barbara Frątczak-Rudnicka, 4P research mix	StoryOfMyLife, you'll only hear it in a group Anna Rzeźnik, CPC/Królicza Nora Maciej Kosiorek, VML/Królicza Nora
2:30 - 3:00	WEEKEND – megatrends and contexts Jacek Pogorzelski, Tomek Jakubowski, BlueFox	Why are grandparents far out, or the unexpected freshness of the past Marcin Klaus, Insight Shot Marcin Ejsmont, Lemon Sky J. Walter Thompson	Failcore: How a failure meets success and appreciation Paweł Pawiński, Cięty Język/Univ. of Wrocław Łukasz Tarnowski, Królicza Nora
3:00 - 3:30	Coffee Break		
	Brand Session hosted by Iza Rudak Rooms A+B+C (2nd floor) Session 4	Demo/Gender Session hosted by Michał Kociankowski Rooms D+E+F (2nd floor) Session 2	Youth and the Media Session hosted by Tomasz Jędrkiewicz Congress Hall (3rd floor) Session 3
3:30 - 4:00	Better to build brands which are distinctive but not standing out. If brands are a cultural product, why do we not consider it in market research? Jacek Wasilewski, Narrative Impact, Univ. of Warsaw Tomasz Bartnik, Strategia 011E One Eleven	What's wrong with men and today's reality? Julia Izmałkowa, Izmałkowa Ewa Górska, MullenLowe MediaHub	Hieroglyphs of the 21st century, or how social media develop new pictograms and change human communication Marcin Samek, Małgorzata Dajczer McCann & MRM
4:00 - 4:30	A brand's cultural manifesto: How to create a brand relevant to Millennials Paulina Goch-Kenawy, Semiosfera, Heuristica Anna Niewiadomy, Spark Strategy Maciej Biedziński, Touchideas	Hi, that's me, dad! Can we reach dads' pockets while bypassing moms? Marek Grabowski, Iwona Wilmowska, Ipsos	A critical approach to the role of social media in brand building, or is Facebook making your brand unique or similar to competitors? Andrzej Olękiewicz, TNS Polska Przemysław Rosa, SalesTube
4:30 - 5:00	Marketing narratives Krzysztof Sobieszek, ZenithOptimedia	A woman at a turning point. A partner (not) needed here and now Monika Kwiecień, Joanna Kiernicka, Ipsos	A popcultural monster, or on the discrepancy between content consumed by the YouTube, Insta and Snap generation and the communication targeted at this group Michał Lutostański, Tomasz Użarowski, 4P Research Mix

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Day 2, Friday, 14 October 2016

9:30 - 10:00	Welcome Coffee		
	<p align="center">The future Session hosted by Sebastian Starzyński Rooms A+B+C (2nd floor) Session 5</p>	<p align="center">Researchers' Toolbox Session hosted by Elżbieta Gorajewska Rooms D+E+F (2nd floor) Session 6</p>	<p align="center">Design as research... Session hosted by Marcin Piotrowski Congress Hall (3rd floor) Session 7</p>
10:00 - 10:20	<p>'If we don't know the consequences of our choices, then our free choice is an illusion', or can we study the future and how? Natalia Hatałska, hatałska.com</p>	<p>Researchers and experts versus superheroes, or how seemingly ordinary people can amaze and inspire marketing whizzes Tomasz Dulinicz, Smartscope</p>	<p>Map of design research: On research which is and isn't research, and why this is important Aga Szóstek, UX Plus</p>
10:20 - 10:40	<p>The digital world and the political world and how they influence each other Albert Hupa, IRCenter</p>	<p>Researchers' seven deadly sins Michał Protasiuk, Kompania Piwowarska Anna Gorączka, Żabka Polska</p>	<p>Farther than UX, or on the benefits of a designer and a researcher working together to design services and systems Paulina Rzymaska, La Wonderlab</p>
10:40 - 11:00	<p>A rocky road to eMobility Monika Jaskulska, Inny Format Justyna Czapiewska, Enspirion</p>	<p>Extruded corn puffs in the service of innovation: On combining creativity with research discipline Katarzyna Sobolewska, Monika Mostowska-Zybura Beeline Research&Consulting</p>	<p>Generative project methods, or design based on end users' deep emotions Joanna Rutkowska, Senfino</p>
11:00 - 11:30	Coffee Break		
	<p align="center">Processes Session hosted by Łukasz Mazurkiewicz Rooms A+B+C (2nd floor) Session 8</p>	<p align="center">Researchers' Toolbox Session hosted by Agnieszka Owsianko Rooms D+E+F (2nd floor) Session 6</p>	<p align="center">...research as design Session hosted by Anna Wozniowiczka Congress Hall (3rd floor) Session 7</p>
11:30 - 11:50	<p>Poles hate reading. How can we change this worrying trend? A new approach to the role of communication in the customer experience management process. Anna Talarczyk, BZ WBK</p>	<p align="center">Connected Intelligence Tomasz Lechowicz, ZenithOptimedia Group</p>	<p>Problems with sociologists, or on participatory design of urban space: On the quest for a perfect researcher Anna Karłowska, Napraw Sobie Miasto</p>
11:50 - 12:10	<p>A fiery love affair or a marriage of convenience? Does the NPS scale really reflect the emotions associated with customer experience delivered by the brand? Agnieszka Balcer, P4 & Aga Szóstek, UX Plus</p>	<p>A contact centre as seen by its staff: Combining practice with emotions Natalia Suska, NEUROHM Marcin Sosnowski, Direct Marketing Association SMB</p>	<p>From an idea to an icon: Why is it a good idea to study various areas of systems and apps in the sphere of user experience? Tomasz Opalski, ING Bank Śląski Hubert Turaj, EDISONDA</p>
12:10 - 12:30	<p>A start-up in a museum, or unknown technologies seen through the ethnographic approach Anna Kiedrowska, Daria Plutecka, EDISONDA</p>	<p>Lef's use this opportunity to squeeze them like a lemon! Anna Jaglarska, PBS Krzysztof Przybylski, Gamfi</p>	<p>Designing a wind-powered innovation Wojciech Ciemniwski, Combine Marcin Ślęzak, sailing.org.pl Kaja Baszkiewicz, CODE Design</p>
12:30 - 1:30	Lunch Break		
1:30 - 4:15	<p align="center">Behavioural change hosted by Agata Grabowska Rooms A+B+C (2nd floor) Workshop 1</p>	<p align="center">Consumer trends hosted by Katarzyna Gawlik Rooms D+E+F (2nd floor) Workshop 2</p>	<p align="center">Design research hosted by Marcin Piotrowski Congress Hall (3rd floor) Workshop 3</p>
4:15 - 4:30	Coffee Break		
4:30 - 5:00	Closing		