

Consumer markets in today's difficult economic climate and new research methods by GfK

XVI ANNUAL CONFERENCE OF THE INTERNATIONAL INSTITUTE OF MARKET AND SOCIOLOGICAL RESEARCH GfK

October 9, 2015

Swissotel Krasny Holmy Moscow, Conference Centre

9:00 – 9:30	Registration. Welcome coffee	
9:30 – 9:50	Opening speech: Russian consumers in crisis	Alexander Demidov <i>Managing Director</i>
9:50 – 10:10	Russian shoppers: To spend or not to spend?	Elena Samodurova <i>Head of Consumer Panel Services</i> Elena Kuznetsova <i>Head of Consumer Market Research</i>
10:10 – 10:25	Finding your client: A innovative approach to segmentation in Russia	Tatyana Kokoreva <i>Deputy Head of Consumer Panel Services</i>
10:25 – 10:40	FutureBuy: Changes in purchasing behavior over the last twelve months	Elena Morkovina <i>Head of B2B and Technology Research</i>
10:40 – 10:55	New solutions for new markets: Tools that generate smarter insights	Alexandra Gnuskina <i>Client Director of Qualitative Research</i>
10:55 – 11:10	Corporate social responsibility strategies: Benefits for businesses and consumers	Marina Bezouglova <i>Deputee Managing Director</i>
11:10 – 11:40	Coffee break	
11:40 – 12:00	Changes in the economic structure and possible outcomes for the future	Askhat Kutlaliyev <i>Head of Innovations and Development Centre</i>
12:00 – 12:15	Innovations and new technology in Automotive: What can we expect?	Alexander Kissov <i>Head of Automotive Research</i>
12:15 – 12:30	Key developments within the Consumer Electronics and Home Appliance industries	Maxim Bystritsky <i>Deputy Managing Director, Regional Director, Consumer Choices</i>
12:30 – 12:45	The status of the Financial Services market	Elena Yakubovskaya <i>Head of Financial Services Research</i>



12:45 – 13:00	A look at GfK Crossmedia research	Elena Pervushina <i>Head of Crossmedia Panel Research</i>
13:00 – 13:15	Optimizing digital communications with your shoppers	Mikhail Kopylov <i>Consultant, Digital Market Intelligence</i>
13:15 – 13:30	Closing remarks	Alexander Demidov <i>Managing Director</i>
13:30	Lunch	