



The Richmond Market Insight Forum



How to stop freaking out about AI
Tom Woodnutt and Insight Platforms consultant, Mike Stevens



Mastering quality data collection in market research
With Jessica McCarthy, Senior Audience Researcher, Financial Times

The Market Insight Forum 5 June 2025

PROFESSOR JOHN AMAECHI OBE: WHY HIGH PERFORMANCE ISN'T ABOUT DATA ALONE

In his opening keynote at The Market Insight Forum, former NBA player-turned-corporate psychologist, Professor John Amaechi OBE, explained that people get defensive about their intelligence, and relying on their gut, are a major issue for market researchers who are infact only trying to help them.

'No-one wants to be called 'stupid'.

"You often deliver insights that instantly make people realise, 'damn, I was dumb'," he said. "And then they reject what you say. Why? Because you made

them feel stupid. But you had no choice. The data says what is says. You have to tell them."

Does that mean telling the truth, the truth drawn from the data, anyway, is always a bad idea? Far from it.

But which data we decide to analyse, to what purpose, and how we choose to present is the key.

And in part that's because while there is a glut of data and research out there, a lot of it is downright bad.



Professor John Amaechi OBE

"Excellent. Good mix of meetings and keynotes, especially around innovative new practices in the industry."
VP, Global Insights, LEGO



“Some of it seems to be a deliberate misinterpretation of facts, for clicks,” said John.

“Some of it is the product of a research or insight manager who is desperately trying to meet ridiculous demands to measure and publish something every quarter.” Some of it seems to be just email-farming for organisations who tell you the same thing that their contemporaries told you last month, but with a different spin.”

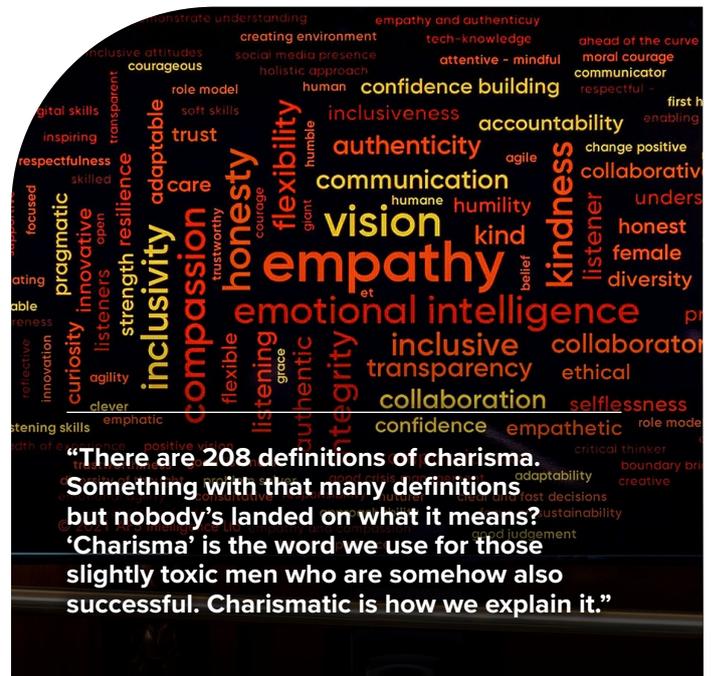
And John reminded the delegates that even when motives and the data are good, “change is perceived by most humans as violence against

the status quo” and as a result the reaction to research can be defensive.

So what’s the solution? How do we persuade people that ‘violent’ change has value for them and for others? How do we overcome the instinctive irrationality of human beings?

The first step, he suggested, is to understand the things that sway us without us even realising.

He gave the auditorium a test, a vote on the cutest of four kittens up on the screen. It turns out the same kitten wins the poll wherever in the world John does the test and the same one routinely gets the lowest votes, too. “I have 28,000 responses



96%
of attendees rated the opening keynote as excellent or good

now to this poll, and whatever we call her, wherever she is in the survey form, ‘Posey’ always loses,” John said. (Posey is asymmetrical, with a gammy eye unconsciously we find her unsettling.)

We latch onto these invisible cues incredibly easily, and not just in choosing for cuteness.

Leaders will often “go with their gut” on decisions, because they respond better to those unconscious cues than they do data and analysis that might challenge them to change.

John’s own academic research team had undertaken a global analysis of 5,000 C-suite managers to discover what words they say are hallmarks of their rise to leadership. And the results depressed him. Partly that was because the majority of the respondents are still white men in their 50s (and a lot selected “maleness” as a characteristic of leaders...). But it was also because the answers were meaningless.

“Charisma is the biggest characteristic people picked out,” he explained.

During and after Covid, the same sample were asked for the most important words signifying leadership and suddenly empathy, vision, inclusivity, compassion... these were the top picks. “They were simply acknowledging the fact that the





environment was so tumultuous that they needed to offer more. How they delivered their work was different,” he said.

The sheer magnitude of the circumstances, the changes that were forced on leaders, drove a change in self-perception. And that goes to the heart of John’s current work: the value of self-awareness. He’s been building on the research of Tasha Eurich, one of whose key findings is that 95% of people think of themselves as highly self-aware... when in

fact only a fraction have any genuine insight into how they’re perceived by others.

“She finds that there are lots of people who are incredibly clever, but who don’t know themselves well enough to deliver the insights that they have to others in a way that’s effective,”

John explained. In other words: they fall into the ‘you’re stupid’ camp.

“There’s lots of different cognitive biases, and motivated reasoning of all kinds,”... “A lot of it is simply that you are talking to a different person than they [see themselves as], or you’ve delivered a message for who they *think* they are, but not to who they actually are.”

Which brings us back to the data.

How you choose to impart the stories it creates to decision-makers is clearly critical.

But John’s parting message was to use the insight profession’s influence to get those leaders to measure the right things in the first place.

Be self-aware. Measure the right things. Tell the stories that will help people change because you told them in the ways that don’t make them feel violated.

A rousing message to start our day!



‘Leaders will often “go with their gut” on decisions, because they respond better to those unconscious cues than they do data and analysis that might challenge them to change.’

Professor John Amaechi OBE



HOW TO STOP FREAKING OUT ABOUT AI

Feeling Mutual founder, Tom Woodnutt and Insight Platforms consultant, Mike Stevens

The AI of the classical age was a bronze robot named Talos, designed by Zeus to protect Crete from its enemies. The fact that it went wrong and attacked Jason and the Argonauts makes Talos an ideal metaphor for the current state of AI.

“It’s truly incredible, but might end up working so well it destroys us.”

Tom and Mike said that the solution to Talos was “unplugging him”, clearly an option for today’s AI, although the myth rather more poetically has sorceress Medea conjuring up *keres* (female death-spirits) to strike the bronze man on his vulnerable spot; or that she drove him mad with drugs. These also seem like natural metaphors.

“We’ve always been in awe of new technologies, but afraid of its uncertainties,”

Tom concluded. “We saw that with the Luddites. And with AI, the two models that we seem to swing between are C3PO on the one hand, and the Terminator on the other.” The Uber paradox, where drivers are making a living from the platform while effectively supplying it with the cash and data to go full AI-driving also provides a warning.

“It’s forcing us to ask what great research looks like,” Tom added. “In research, there’s rarely a single truth in play. Insight has to be accountable, and knowing which biases have been applied, to what end, is something we need to be aware of.”

For market insight, the risks are diverse. Fake data, AI bots completing surveys, for example, offer an obvious and now real danger. Worse, the users of insight might be overwhelmed with analysis generated at scale by generative AI systems. And there’s a risk companies see the potential in AI, cut headcount to exploit ‘efficiencies’, then suffer as quality of insights declines.

Where should we be deploying AI?

Mike ran through a fascinating list:

- 1. Efficiency** especially in mechanistic tasks such as translation, transcription, text analysis and summaries.
- 2. Connections** where tools such as DeepSight are able to link different sources of data more easily.
- 3. Empathic AI** to engage survey respondents and even conduct basic qual research.
- 4. Stakeholder engagement** avatars to communicate insights will get better, as the latest video models make clear.
- 5. Agentic co-workers** to accelerate front-end processes such as interface design.

Tom then offered advice for ‘de-freaking’ about AI. The key?

Play around with the models to see what they’re capable of, and pilot applications.

Have champions nominated to do that people who can grow understanding of the models’ strength and weaknesses. And then be transparent. Everyone should know where AI is used, why, and how the human-in-the-middle has moderated its output.



Left: Mike Stevens
Right: Tom Woodnutt



MAXIMISE ROI: DRIVING INSIGHT-LED DECISIONS AND INNOVATION

Why are insight-driven decisions so critical right now, more so than ever before?

Manuela was clear: customers are more mindful, more demanding, and better informed than ever, and they have come to expect a level of personalisation and even empathy in categories that had never faced those demands before.

Yet the UK customer satisfaction index is now at historic lows. That, she argued, was down to inadequate insight and customer experience (CX) capabilities; and decision-makers who aren't engaged with insights that might help.

"Insights work on a spectrum, from trends and customer needs, through to understanding specific feedback and customer behaviours across channels," she explained.

"But I don't see many organisations seeking out the more nuanced insights. We need more customer involvement and more subtlety in the kinds of questions we're asking agencies to help us resolve."

It's really about moving from a business-centric view, what people want, how products are designed, to a customer-centric one, that asks why they behave as they do. Both are important "we still need more 'what?' to inform product design," Manuela stressed, but customer desire and behaviour needs to sit at the heart of it.

97%
of attendees rated the overall conference programme as excellent or good



With Manuela Pifani, Founder, CXellence Consulting

10 Key Issues:

Manuela presented ten issues that hamper insight teams, some or all will be familiar to those in the industry:

- 1. "I know my business"** leaders who disdain insight's value to inform product or strategy.
- 2. "Tick-box exercise"** where 'insight' is commissioned just to rubber-stamp decisions.
- 3. "One size fits all"** research that fails to provide nuance on customers and their motives.
- 4. "Emotional decisions"** which are often irrational.
- 5. "Postman Pat syndrome"** where the insight team simply shuttles data from research firms into the business with no agency around decision-making.
- 6. "Weighing the pig"** metrics that offer data but no context.
- 7. "Most plants aren't mangroves"** unlike that tree, their roots aren't visible and demand deeper investigation.
- 8. "The talent dwarf"** benchmarks data against rivals, not customers.
- 9. "Knowledge is power"** insight teams hoard data because it's the only currency when what's needed is transparency across business decision-makers.
- 10. "Lip service"** companies that promise customer centricity, but always end up choosing financial outcomes over customer ones.



UNLOCKING HIGH PERFORMANCE IN TEAMS: BUILDING A COLLABORATIVE AND OPEN CULTURE

Head of Product & Market Research, Safina Tai, and Head of Customer Insights & Systems, Clare Buttery, from the University of Sheffield

A great Forum ensures there are sessions where the delegates take the lead, after all, sharing experiences and advice in a community space is one of the advantages of being together. And given the topic of Safina and Clare's session, getting the delegates into their own little teams was a logical choice.

So what problem were we solving?

According to McKinsey, only 20% of teams are 'high-performing' and that's hurting both insight departments and their wider influence with teams inside the business.

"When we joined, meetings were very structured, all Gantt charts, but with a notable lack of creativity," said Safina. "We didn't want to just hand over insights, but actually work together."

So the teamworking philosophy emerged out of that frustration.

The result?

Fewer silos, early and more frequent sharing of insights, fewer voices unheard, more enjoyment and, crucially, clear evidence that data was now driving decisions.

Then the delegates were put into their own teams.

Pick one word to describe a great team in your organisation - a terrific ice-breaker, but also a way of picturing an ideal... and, crucially, showing how well even ad hoc teams can perform given the right focus. And in plenary, similar themes emerged. (It's amazing how clear these things become when voices are in a psychological safe space.)

The teams then went back to share ideas about issues they faced, what they were doing to address them, and what advice they would offer colleagues about optimising team-work.



Safina Tai (right) Clare Buttery (left)

Clare outlined the University of Sheffield must-haves for their own teams:

- 1. Collaboration**
- 2. Openness**
- 3. Fun** often underrated, it really does matter.
- 4. Well-led.**
- 5. Offering Psychological Safety** ("which is at the heart of all we do," said Clare, "you must have spaces where people feel able to take risks, challenge, and ask for help.")

Much of the debate in the room came back to the keynote and John Amaechi's point about **self-awareness: everyone thinks they work well in teams, but few people actually break down what that means.**

It's time to get conscious on making teams work better. As Safina concluded:

"What we learned was that great teams don't happen by chance - they happen by design."



A DAY OF VALUABLE ENGAGEMENTS

Throughout the day, we facilitated nearly 1,500 pre-scheduled one-to-one meetings between research companies and insight clients - each one tailored for maximum relevance and value.

Here's how it worked:

- 1 Insight clients submitted their specific needs in advance

- 2 Research companies reviewed these briefs to identify their best-fit prospects
- 3 Clients then selected which providers they wanted to meet

The result?

A day full of targeted, high-value conversations that sparked new ideas, partnerships, and opportunities - all with no time wasted.



“A great day combining meeting new agencies with some thought provoking content.”

Head of Category & Insight,
Concha Y Toro UK Ltd

“It was a fantastically organised day which was really valuable. It was great to meet so many different agencies and start some valuable conversations, many of which we will continue.”

Global Director of Research & Insights,
Spectrum Brands

89%

of agencies said the 1-2-1 pre scheduled meetings were excellent or very good



UNLOCKING GROWTH: BUILDING & SCALING A HIGH- IMPACT MEDIA ANALYTICS PROGRAMME

**Rupert Anderton, Marketing Product Strategy,
Mars Wrigley (Europe)**

It's time to get technical: media (and market) mix modelling (MMM) was on the agenda for the post-lunch crowd, and Rupert's extensive experience of this detailed approach to optimising the marketing budget didn't spare the uninitiated.

But that's the beauty of the Richmond model: the delegates in the room chose to hear about the detailed implementation of MMM and Rupert did not disappoint.

His overall message was clear: MMM can deliver both highly detailed and extremely predictive insights about marketing performance, but it's also a big commitment. There is a short version:

“it's basically find out what works and do more of it, and stop doing what doesn't work.”

RUPERT'S TOP TIP

Start with media mix modelling, and if that drives results, broaden to the whole marketing effort.



Dave Bill, UX Designer, ran a workshop on leveraging research to navigate change

94%

of attending research agencies said that there is potential for new business





GETTING MMM READY IS NO CAKE-WALK

Rupert offered five questions for those intrigued by its power...

1.

Is it even right for your business?

It demands a lot of time and money to get right, don't expect any results at all for at least 12 months. And your organisation needs to already have a sophisticated approach to marketing metrics (and there are lots of other things you can roll out before MMM to greater benefit if you don't).

2.

Do you have the capability to deploy and scale MMM?

Outsourcing model-build is costly; in-house data science experts possibly more so. Are marketing and even operations capable of using the outputs, refining the whole business to optimise against a sophisticated econometric model? And even a giant like Mars has chosen to target specific brands and markets, often as proxies for more widespread application of insights.

3.

Where do you start? Rupert was clear:

go for the low-hanging fruit of the biggest market spends and the biggest margin categories. That might mean you can cascade insights into smaller brands with less cost.

4.

Do you have the data?

Ideally you'd have up to three years of weekly spend and sales data because MMM is a sophisticated long-term optimisation tool, not a quick fix for resource allocation. "The first model you build, in particular, will be time-consuming," Rupert warned.

5.

Can you really use the results?

The real value, Rupert stressed, was around future planning, not understanding past performance. And while MMM is an optimisation tool, it really shines when helping people make hard decisions about in year spend that will shape the entire organisation's performance.

Don't treat MMM as a panacea. Be clear about the benefit you're looking for, and remember this is about short-term volume changes, not huge brand positioning decisions, but your focus is still on shifting the ROI over a 12-month period.





OUR CUSTOMERS' EXPERIENCE OF THE DAY



Insightful, educational, productive, inspiring and well worth a day out of the office!

Customer Insight & Research Manager, People's Partnership

A great day combining meeting new agencies with some thought provoking content.

Head of Category & Insight, Concha y Toro UK Ltd

It was a fantastically organised day which was really valuable. It was great to meet so many different agencies and start some valuable conversations, many of which we will continue.

Global Director of Research & Insights, Spectrum Brands



Great day, very well organised. An opportunity to be challenged, informed, trained and entertained and meet new insight agencies

Head of Data & Insight, Catholic Agency for Overseas Development



Excellent. Very well put together event.

Founder, Insight Platforms

The event represents the cream of conferences. Not just in terms of the seniority of client attendees but also the diversity, calibre of brands present and the quality of speakers.

Founder, Feeling Mutual





Excellent. Good mix of meetings and keynotes, especially around innovative new practices in the industry.
VP, Global Insights, LEGO

The morning key note set the tone for the day - thought provoking, engaging, energetic with new ideas to take back. It was great to see and hear some of the work being done and engage with the talent in the room. A day well spent!
Head of Insight and Client Experience, LRQA



Really well organised - and as a supplier I feel you take care of us and our requirements.
Big Data Consultant, WordNerds

Great networking event.
Chief Sales Officer, FlexMR



Well organised, everyone knew what they were doing with some positive meetings.
Board Director, DJS Research

It was extremely useful, a very well planned and a great way to meet other Insight professionals, share our experiences and review suppliers.
Head of Insights, MDPI

Good way to network, catch up on industry topics and bounce project ideas off colleagues and potential suppliers.
Head of Data, Insights, Analytics & Innovation, The Office Group

Highly productive. Had some excellent conversations with lots of new clients we've not had an open door to before. Really inspiring event, all the guest speakers and Rory Bremner was a fantastic touch to round off a super day.
Head of Brand & Advertising, Trinity McQueen

Really loved the event, such a great mix of inspiring speakers, brilliant conversations, and interesting people. The setting was absolutely beautiful too - all round, a brilliant day. Thank you!
Co-Head of Market Research, AKO Capital

Very positive. The event was well organised and the speakers were interesting and very thought provoking.
Customer Insight Manager, IG



BEYOND THE PANEL: MASTERING QUALITY DATA COLLECTION

**Jessica McCarthy,
Senior Audience Researcher,
Financial Times**

It all comes back to data. And if we can't trust the data, then do the insights we share mean anything?

Jessica kicked off her session with a sense check: is AI a concern? And for most delegates, it's posing difficult questions. Fake responses to surveys are now so easy to generate, even free-text answers, that we need to look again at where we get our data and how to keep it clean.

“The tools have changed so fast, but I'm not so sure that our approaches to maintaining data quality have evolved nearly enough.”

Then she posed the question that shaped the session: **do we trust panels any more?**

They offer timeliness, cost-effectiveness and targeted respondents type at scale. But their world has changed radically.

Clients bear some responsibility: hiring a panel firm, which sources respondents from an exchange, which is populated

with sample suppliers... that too long a chain between client and respondent. And that disconnect has, in part, facilitated a boom in panel fraud. Jessica recalled seeing one 500-response project that looked great... too great, in fact.

“Then I looked at the verbatims and realised: all the answers started with a capital letter and finished with a full-stop. That's a giveaway: they're AI-generated.”

The solution at the FT was a more tailored RFP process including clearer, more relevant criteria; more stakeholder engagement; stricter requirements on quality thresholds and transparency; MRS accreditation; and auditability around respondents recruitment.

“There are also ways to design surveys or engagement strategies that can help avoid or detect fraudulent responses,”

The FT designs behaviour-driven surveys, trick questions, and contextual awareness, using the organisation's knowledge of its markets and other internal data to sense-check results.



Jessica McCarthy

There's always going to be a cost/quality trade-off, Jessica concluded.

“But if you end up with cheap data, you run the risk of making poorer decisions. The FT has traditionally been cautious about budgets, but that's great. I'd rather have fewer, better-funded studies with more scrutiny that tell better stories and drive meaningful decisions.”

“But scepticism is the real route to better data quality, Watch out for suppliers marking their own homework.”

Why would a provider resist, say, use of voice notes in surveys? Can you monitor survey completion behaviours? What about deploying AI tools to monitor for suspicious activity?

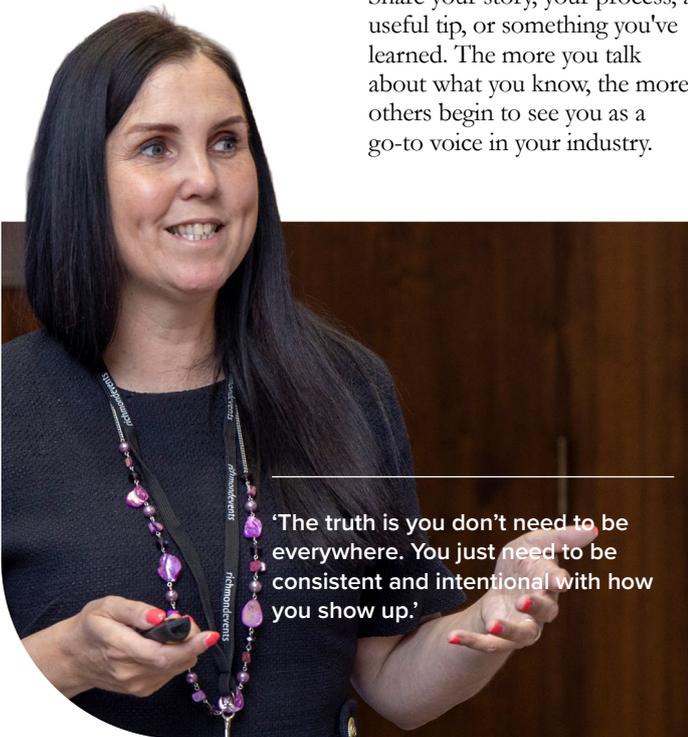
BUILD YOUR PERSONAL BRAND ONLINE WITHOUT BEING EVERYWHERE

Zoe Cairns, founder of ZC Social Media shared a session on how to build your personal brand online.

A personal brand isn't about shouting the loudest. It's about showing up regularly, being clear about what you stand for, and offering something of value. It's the thing people say about you when you're not in the room. That's what makes it powerful.

"If there's one thing I want delegates to take away, it's this: consistency beats perfection. You don't need to post every day to build your brand but showing up regularly and sharing your thoughts is what positions you as a thought leader."

Thought leadership is about offering value in your own way. Share your story, your process, a useful tip, or something you've learned. The more you talk about what you know, the more others begin to see you as a go-to voice in your industry.



'The truth is you don't need to be everywhere. You just need to be consistent and intentional with how you show up.'



SO HOW DO YOU START?

Zoe shared three practical tips you can put into action straight away:

1. Pick one platform and show up weekly

Choose the platform where your audience is most active. LinkedIn is a great place for professionals. You don't need to post every day, but you do need to be visible. Showing up once or twice a week consistently helps people stay familiar with who you are and what you do.

2. Ask a question when you post

One of the best ways to start building engagement is by asking a simple, thoughtful question in your post. Not only does this encourage replies and create conversations, but the algorithm responds well to it too. It helps your content reach more people.

3. Share what you know (Even if it feels small)

You don't need to wait until you've hit a huge milestone. Start by sharing a tip, something that's helped a client, or a lesson from your week. These kinds of posts often land the best because they're honest, real, and easy to relate to.

Building your personal brand doesn't have to be complicated. It just needs a bit of planning, a bit of you, and the willingness to start. And once you get going, your confidence grows post by post.



INSIGHTS, IMPACT, AND INSPIRATION



Your Video Team transforms industry conversations into standout video podcasts that position brands as experts.



We brought together a stellar lineup of industry leaders to explore how insight-driven thinking can shape strategy, boost impact, and even help design a more intentional life.

We kicked things off with a thought-provoking panel on insights as a catalyst for transformation, featuring:

- Sarah Clerkson**, Director of Audience Insight, Channel 4
- Niranjana M**, Global Head of Analytics & Insights, Aesop
- Shazia Ali**, Founder, Mint Research



We then delved into the power of audience segmentation with two brilliant experts sharing how to connect with the right customers, at the right time, for maximum engagement:

- Rachel Congdon**, Insight Manager, NSPCC (above)
- Zarah Mamode**, Head of Global Strategic Insights, Prime Video & MGM Studios



Rebecca Shannon

Rebecca Shannon, Complement Coaching, offered attendees practical tools to take control of their personal and professional journeys through the power of systems thinking.

The powerful duo from 'Your Video Team' Racheal and Ben Bryant created our first ever podcast for the forum and spent the day filming willing volunteers...you can view the results at:



Racheal added "From our fully equipped Kent studio, we create high-impact, studio-quality podcasts that don't just sound great—they drive thought leadership, brand authority and audience engagement. Whether it's panel talks, interviews or insights-led series, we take care of everything from concept to final cut, helping you turn what you say into the content your audience can't wait to watch."

W: www.yourvideoteam.co.uk
E: accountmanager@yourvideoteam.co.uk



“RORY BREMNER WAS A FANTASTIC TOUCH TO ROUND OFF A SUPER DAY”

Rory Bremner, the UK’s premier political impressionist and satirist brought the house down at the end of the Forum with his spot-on impressions and clever, quick-fire satire. Mixing laughs with just the right dose of insight, he had the audience in stitches while playfully poking fun at the world of politics and business. It was the perfect way to wrap things up—funny, sharp, and totally brilliant!



“Being able to meet a range of agencies with differing areas of focus whilst ending the day with Rory Bremner was a great addition.”



“The lighter note of comedy at the end of the day was excellent - much needed light relief after an intense day!”

“Rory Bremner was a fantastic touch to round off a super day.”





THANK YOU

to all our wonderful delegates for joining us...



AEG Europe Senior Manager, Strategy & Insight	CarTrawler Customer Insights Analyst	Google Google Market Insights, EMEA	LEGO VP, Global Insights
AKO Capital LLP Co-Head of Market Research	Catholic Agency for Overseas Development Head of Data and Insight	Greencore Insight Manager	Lloyds Banking Group Customer Research Manager
AS Watson, Europe Chief Customer Insight & Analytics Officer (Europe)	Channel 4 Director of Audience Insight	Haribo Dunhills (Pontefract) plc Insight Manager	LRQA Head of Insight and Client Experience
Aviva Research Executive	Channel 4 Research Lead	Heathrow Airport Limited Head of Consumer and Customer Insight	M&G plc Head of Client and Adviser Insights
Bakkavor Senior Insight Manager	Clifford Chance Executive Manager - Client Insights	Holland & Barrett Insight Manager	M&S Insight Manager
Barclaycard Design Researcher	Coca-Cola Company Senior Director Human Insight	Holland & Barrett Commercial Insight Expert	Macmillan Cancer Support Research Insight Manager
Battersea Dogs & Cats Home Research & Insight Manager	Concha y Toro UK Ltd Head of Category and Insight	IG Consumer Insight Manager	Manchester Metropolitan University Head of Market Insight
BBC Audience Research Manager	DFS Senior Insight Manager	Imperial Brands Insight Manager	Manchester United FC Research & Insight Manager
BBC Audience Research Manager, BBC World Service	Diageo Global Digital Commerce Data & Insights Lead	Just-Eat Global Head of Insight	Mars Wrigley Marketing Product Strategy
BBC Studios Senior Research Manager	Diageo Global Head of Innovation Transformation	Just-Eat Head of User Research	MDPI Head of Insights
British Chambers of Commerce Research Manager	Domestic & General Customer Research Manager	Karo Healthcare UK Insight & Market Intelligence Director	Microsoft UK Ltd UK Market Intelligence Lead
BSH UK & Ireland Head of Shopper, Journey and Big Data Intelligence	Dyson Senior Commercial Insights Manager	Kühne+Nagel Customer Insights Manager	Moet Hennessy UK Ltd Insight Manager
Cambridge Judge Business School Director Corporate Communications and Marketing	Financial Times Senior Researcher	Landsec Insight Manager	Motability Foundation Senior Innovation Manager
Carnival UK Consumer Insight Manager	Glanbia Performance Nutrition Consumer Insights Manager	Landsec Retail Insights Director	National Highways Acting Head of Insight
		Leeds Building Society Customer Research Analyst	NatWest Lead UX Researcher



Nespresso Head of Market Insights	Spectrum Brands Global Director - Research & Insights	WaterAid Senior Insight Specialist	Williams F1 Head of Commercial Strategy & Insights
Nestlé Category Director	Starbucks Market Research & Insight	Wealmoor Ltd Category Insights Manager	Wincanton Insights Manager
New England Seafood Category & Insights Lead	Tesco Mobile Insights Analyst	Western Union Global Head of Consumer Insights	YNAP Lead User Researcher
NSPCC Senior Insight Executive	The Energy Systems Catapult Consumer Insight Manager	Whsmith Insight Executive	Zurich Insurance Insight Manager
NSPCC Insight Manager	The Law Society of England and Wales Head of Research and Insight	Whsmith Head of Customer Insight	
Ofgem Deputy Director - Consumer Insights and Behavioural	The Office Group Head of Data, Insight, Analytics & Innovation		
Pearson plc Director of International Assessments	The Royal Mint Strategic Intelligence		
People's Partnership Research & Insights Manager	Tottenham Hotspur Football Club Business Analyst, Research & Insight		
Prime Video & MGM Studios Head of Global Strategic Insights	Transport Focus Head of Insight and Evidence		
PRS for Music Head of Research and Insight	UK Power Networks Research and Insight Lead		
Publicis Media Insights & Research AD	UKHSA Insight Lead		
Rightmove Head of Insights	University of Reading Market Research and Insight Data Analyst		
Rightmove plc Research & Insights Manager	University of Sheffield Head of Customer Insight		
RSA Insurance Group plc Insight & Research Manager	University of Sheffield Head of Market Research		
Ruggable Insights Manager	Vita Coco Category Manager		
Samsung Senior Consumer and Market Insight Manager	Vodafone Head of Consumer Insights & Analytics		
SEGRO plc Senior Product Manager			
Skanska Customer Insight Manager			

“It was very useful, very well planned and a great way to meet other insights professionals, share our experience and review suppliers.”

Head of Insights, Mdpi



Nazish Bhaiwala (left) from Red Arbre Coaching ran small workshops on 'Imposter Syndrome'.



THANK YOU

to all our brilliant research companies for their continued support.

The Richmond Market Insight Forum **podcast**



2CV	Discovery Research Ltd	M+C Saatchi Consulting	Rubiklab Ltd
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Brandwatch	Flume	Norstat UK Ltd	The Crow Flies
C Space	Giraffe Insights Ltd	OvationMR	The Foundation
Caplena AG	InnovateMR	Pegasus Insight	The Sound
Catalyse Research	Irrational Agency	Probity Research FZCO	Trinity McQueen
DataExpert	Linney	QuestionPro UK Ltd	Verve Partners Limited
Delineate	Listen and Learn Research	Relative Insight Limited	Vision One Research
	Lovebrands	RONIN International	Wordnerds

And finally **THANK YOU** to our speakers for their valuable contribution

Professor John Amaechi OBE, Organisational Psychologist	Zahrah Mamode, Head of Global Strategic Insights, Prime Video & MGM Studios	Tom Woodnutt, Founder, Feeling Mutual	Zoe Cairns, Founder, ZC Social Media
Niranjan Umashanker, Global Head of Analytics & Insights, Aesop	Safina Tai, Head of Market Research, The University of Sheffield	Manuella Pifani, Founder, CXellence Consulting	Rupert Anderton, Marketing Product Strategy, Mars Wrigley
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Shazia Ali, Founder, Mint Research	Mike Stevens, Founder, Insight Platforms	Pete Daykin, CEO, Wordnerds	Dave Bill, Service & UX Designer
Rachel Congdon, Insight Manager, NSPCC		Rebecca Shannon, Complement Coaching	Jessica McCarthy, Senior Researcher, Financial Times
		Leigh Caldwell, Behavioural Economist, Partner, Irrational Agency	Rory Bremner, Comedian

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The Richmond

Market Insight Forum

2nd June 2026



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