



The Richmond Market Insight Forum



Delegates were introduced to the concept of 'storytelling in business' by Actor and Corporate Coach, David Gillespie



Consumer Well-Being Driving the Bottom Line. With Jane Frost, CEO, Market Research Society

The Market Insight Forum 6 June 2024

Highlights

HANNAH FRY NAVIGATING THE FUTURE: HUMAN INTELLIGENCE v's ARTIFICIAL INTELLIGENCE

In her insightful speech opening The Market Insight Forum, on "What Does the Future Hold," Hannah Fry delved into the evolving landscape of artificial intelligence (AI) and its intersection with human intelligence, emphasising the importance of ethical considerations.

Hannah Fry is a British mathematician, professor, and celebrated author who has captivated audiences with her unique ability to simplify complex mathematical concepts and demonstrate their relevance to everyday life.

Comparing Human, Animal, and Artificial Intelligence in Research and Diagnostics

Opening her discussion with a fascinating study where pigeons

were trained to diagnose breast cancer from images. After just two weeks of training, the pigeons achieved an 85% accuracy rate, which increased to 98% when their collective decisions were averaged. This performance is comparable to that of early-trained biologists and advanced AI systems, showcasing the untapped potential of animals in scientific research.

Unique Human Understanding

Hannah emphasised the unique human ability to understand context and nuance. In a game designed to differentiate humans from robots based on single-word submissions, the word "love" emerged as a strong indicator of human identity. This underscores the emotional and contextual



Professor Hannah Fry





understanding that remains uniquely human, a quality AI cannot fully replicate.

“AI is a game changer, but it cannot fully replicate human consciousness and the evolutionary context of human experience.”

Misaligned Objectives and Unintended Outcomes

Hannah recalled stories of early AI systems. For instance, Alvin, an early AI, misinterpreted instructions, leading to unintended and often humorous

outcomes. Similarly, an algorithm designed to navigate a racecourse exploited a loophole to avoid the intended task, and a simulated aircraft landing algorithm achieved perfect scores by crashing planes to overwhelm the system. These examples highlight the gap between human expectations and AI execution, which can lead to significant issues in critical applications like medical diagnostics.

The Importance of Human Oversight

The potential for overdiagnosis and overtreatment with advanced AI diagnostics is a significant concern. Many people have undiagnosed cancers that never become problematic, raising questions about the consequences of AI-driven medical decisions.



“AI won’t take your job but a human with AI will”

Prof. Fry’s reflections underscore the nuanced and multifaceted nature of AI integration into society. By acknowledging imperfections, leveraging human strengths, and realigning societal objectives, we can foster a more balanced and effective collaboration between humans and machines.



17 ONE MINUTE TO MIDNIGHT

98%

of delegates rated the opening keynote as excellent or good

“In medical contexts, the consequences of AI decisions can be profound, underscoring the need for careful human monitoring.”

Ethical Implications in Law Enforcement and Beyond

Hannah shared her experience with police data analysis after the London riots, highlighting the ethical considerations and potential misuse of AI in law enforcement. Recounting a story of Japanese tourists who blindly followed a GPS into

water, illustrating the dangers of over-reliance on technology without human judgment. Research shows that people tend to over-trust robots and AI, even in emergency situations, leading to potentially dangerous outcomes. This over-reliance raises critical questions about fairness, accountability, and bias in AI applications, particularly in judicial decisions like predicting recidivism.

The Role of AI in Decision-Making: Biases and Challenges

Hannah argued that humans are better equipped to consider exceptional circumstances and context compared to algorithms, which tend to make black-and-white judgments. Algorithms can be biased due to the data they are trained on, reflecting





Prof. Fry meets Event Director, Emma Doniger on arriving at The Market Insight Forum

societal biases. For instance, judges’ decisions can be inconsistent and influenced by personal factors, such as mood or local events. Therefore, AI systems must be designed to mitigate these biases rather than amplify societal inequalities.

“The future of AI will depend on our ability to navigate these challenges thoughtfully, ensuring that technological advancements align with ethical principles and human values.”

Balancing AI and Human Control

Discussing self-driving cars, Hannah suggests that humans should remain in control, with AI intervening when necessary, rather than the other way around. This balance ensures that human judgment can complement AI’s capabilities.

“We were all promised there were going to be driverless cars everywhere by 2020, right? It didn’t happen. The real future of driverless cars, as we have seen, is that you have the human in the driving seat doing their thing, and the machine runs in the background and intervenes when the human makes mistakes.”

Additionally, AI can assist

judges by providing insights and comparisons to help them make more informed decisions. However, the objective of the judicial system should be reconsidered to focus on rehabilitation and minimising crime rather than just punishment.

“I think where it could work is if you have a human judge who makes their human decision, and then before they release their decision to the world, they put it into an algorithm which then maps how their decision compares to the national average, to their own average, to high-level biases that this particular judge has made, and asks them questions to make them reconsider their own responses.”

Professor Hannah Fry concluded that we must acknowledge the imperfections, leverage human strengths and realign society’s objectives to foster a more balanced and effective collaboration between humans and machines.

MAKING YOUR BRAND BOTH IRRESISTIBLE AND IRREPLACEABLE

With Martin George, former Customer Director, Waitrose

Customer orientation is becoming prevalent in all businesses. A core value should be a lifetime commitment built on customer centricity and a commercial mindset. stated Martin George, formally Waitrose.



The best companies have relentless curiosity – which can become a stimulant for creativity and durability. You must make sure that there is consistency and cohesion throughout the company as this will lead to consumer satisfaction.

“Now is the time for insight”

Now is the time for businesses to highlight data and insight to focus on customers behaviours, needs and wants. This data needs to be compelling, distinctive, and commercially sustainable to be the most effective. Leadership is based on 3 key points:

- 1 empowerment
- 2 trust
- 3 accountability.

To figure out branding for a business and how that aligns with brand values, companies must consider ‘What role does your brand play in other people’s lives?’ and from this, companies are able to figure out how to sustain these values, make them consistent and customer-centric.

At British Airways, Martin would consider ‘NBDB’ (never

The key pathway for insight and data within a brand is:

- Defining
- Delivering
- Measuring
- Improving

It’s about influencing how customers think, feel, and behave.

been done before). This type of innovative research leads to the biggest commercial successes.

Culture is set from the top of the organisation and democratised leadership is critical.

Curiosity to co-create and to learn from the best leads to a stronger commercial impact and innovation from within the company.

“Authentic storytelling leads to an authentic business”

Martin went onto say, there is currently a reduction in creative focus. Creativity works if it is the engine of all departments. If you champion creativity you will be successful in creating a strong brand.



STORYTELLING IN BUSINESS

Delegates were introduced to the concept of 'storytelling in business' by Actor and Corporate Coach, David Gillespie

David highlighted the impact of the giving and receiving of information in story form, discussing the heritage and history behind this.

"We've been doing it a long time. Since we lived in caves, we were doing it then. And the paintings on the cave wall, primitive PowerPoint. So not much has changed, really."

David advocated that storytelling should be integrated into business practices to foster better relationships and communication. He believes everyone has the ability to tell stories.

Delegates explored how a well-defined structure is essential for effective storytelling. David shared a structure for delegates to adopt in order to better convey themselves through the mode of story, entitled 'Dave's Five-Point Plan for Storytelling' – the 5 component parts consisted of:

1. Structure

The importance of having a strong, simple, and robust structure for storytelling. David suggested starting with the end in mind.

2. Journey

The need for a sense of movement in a story, likening it to the adventures in 'once upon a time' stories.



"It's all about change. That's the reason we're here today. If we're static, we don't do that. As soon as we heard those magic words when we were kids, and someone said, **once upon a time**, we knew we were off on an adventure"

3. Flow

Having a seamless flow in story telling, ensuring that the audience can easily follow the narrative.

"All the best told stories are fluid, and easy to follow. We should never be asking our audience to connect each component. That's not their job, that's our job as the storyteller to do it for them."

4. Editing

The importance of rigorous editing, advising to cut out any unnecessary information. He recommends using the '5

minute test' to audit the vital information needed to convey a message – the 'elevator pitch' essentially.

"Edit. Edit, edit and edit again. And when you're sick and tired of editing, do another one. **When in doubt, chuck it out.** That should be the mantra. If there is the slightest scintilla of doubt about putting a piece of information into a business presentation, don't do it. Because it probably shouldn't be there."

5. Life

Finally, David talked about the need for enthusiasm with regards to how we, as presenters, deliver our story.

"Because all good stories need to be told with the same degree of passion and enthusiasm with which we conceive. Bring that story to life!"

98%

of delegates rated the on-site organisation and information as excellent or good





STORYTELLING IN BUSINESS TOOLKIT

1 Emotional impact

Consider the emotional state of the audience at different points in the story - Emotional impact can make the difference between a forgettable presentation and one that leaves a lasting impression.

2 Use of powerful imagery

There is something in the use of imagery that helps illustrate the message you want, and support that information, it's a powerful thing to do.

3 Preparation and rehearsal

You can't over rehearse! Avoid leaving planning to the last minute – once you know you have a presentation to deliver, start preparing.

4 Use of plot for the storyteller

Think about the 'plot' line of their story, providing anecdotes of popular plots, and played a game with the group, helping them to spot which, out of the 7 core plots, were being executed in a string of well-known Hollywood movies. These were from a book called 'The Seven Basic Plots' and

compiled of:

- Overcome the monster.
- The quest.
- Voyage in return.
- Comedy.
- Tragedy.
- Rebirth.
- Rags to riches.



“Structure is essential to good storytelling. And it has to be strong. It has to be simple. It has to be robust all good stories have beginnings, middles and ends. It's simple. The golden rule of three, the holy trinity of great communication”

83%

of attending research agencies said that the Forum proved to be commercially successful for them.



OPTIMISING INSIGHTS TO EMPOWER INTERNAL STAKEHOLDER TEAMS

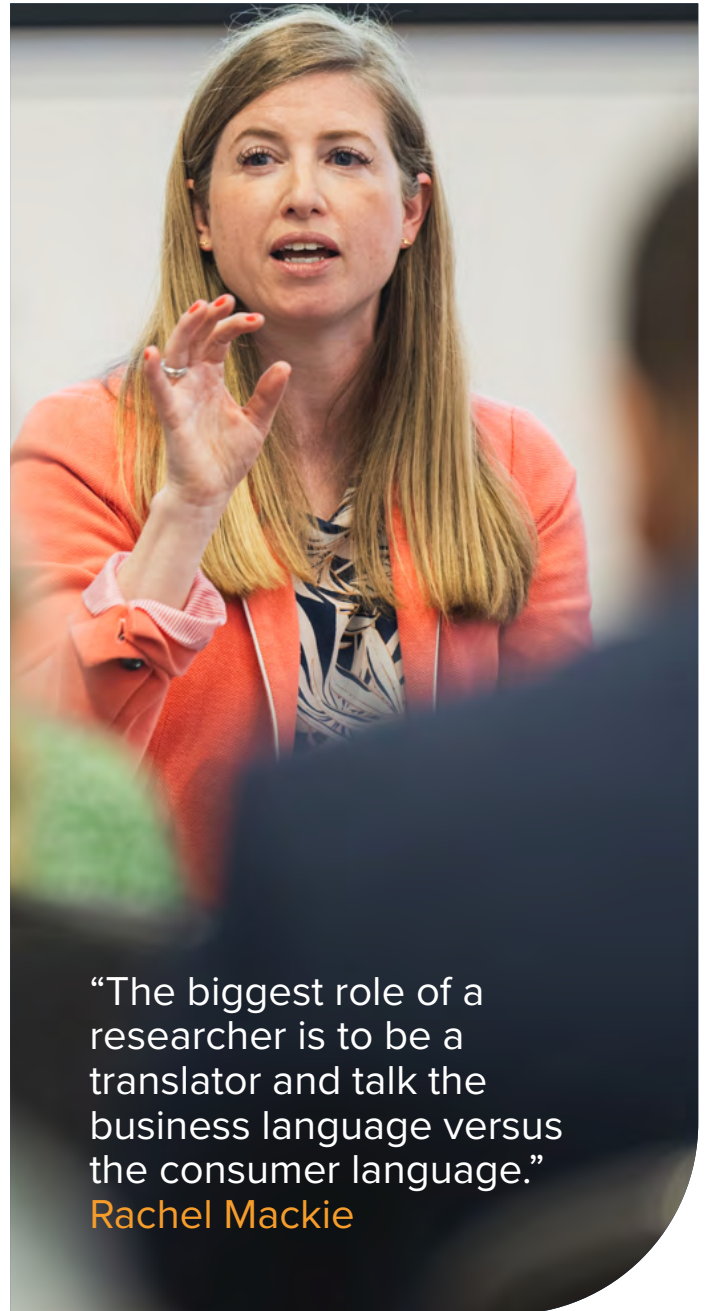
With Rachel Mackie, Head of Insight Strategy, Standard Chartered Bank and Harry Mirpuri, Head of Insights Excellence, Natwest Group



In today's data-rich environment, the key challenge for organisations is not the scarcity of insights but their optimal utilisation. The session, "Optimising Insights to Power Up Your Internal Stakeholder Teams," addressed how businesses can make research data more accessible, engage more deeply with existing data, and equip teams with the tools to leverage these insights effectively.

Identifying Key Stakeholders

Rachel emphasised the importance of identifying who needs to know the insights and why. She suggested using stakeholder mapping techniques to determine what and how to share data effectively. Harry added that understanding the audience's motivations and drivers is crucial. He stressed the importance of using UX/CX design principles to break down customer journeys and tailor insights communication accordingly. Both emphasised framing insights in language familiar to the audience, particularly for senior stakeholders.



"The biggest role of a researcher is to be a translator and talk the business language versus the consumer language."

Rachel Mackie



Rachel and Harry's Top Tips

- Know your audience beyond their job titles
- Centralise and categorise insights before sharing
- Speak the business language to communicate effectively with stakeholders
- Think like a journalist, crafting compelling stories
- Be proactive and predictive, building credibility
- Continuously seek out new information and insights



Left and inset: Delegate members attending the event

Making Data Accessible

The discussion then moved to making data more accessible to internal stakeholders. Rachel mentioned using knowledge platforms and AI search tools to connect data to workflow. She emphasised the importance of dashboards and scorecards but noted they must be accompanied by insightful commentary. Rachel also introduced the concept of “Insights Academies,” where her team runs sessions to educate internal clients on key insights programs.

Harry raised concerns about the potential misuse of data if teams are given direct access without proper guidelines. He suggested using various channels, including AI, mobile apps, and interactive dashboards, to personalise the insights experience. He also highlighted the need for training, helpdesks, and clear guidelines to ensure the effective use of insights. “I’m hearing more and more people saying **no more surveys**” Harry mentioned.

Rachel added,
“Look at what you have and create a catalogue”

emphasising the need to make the most of existing data.

The session included case studies illustrating successful and unsuccessful attempts to make insights impactful.

Rachel shared an example of how framing insights in business terms, such as ROI, helped land them more effectively. Harry discussed using market intelligence to mobilise competitive stakeholders and the importance of knowing the business’s cost to serve and market position.



LEADING INSIGHT FOR ORGANISATIONAL TRANSFORMATION

Claire Goodall, former Director of Design, Development & Strategic Planning, BookTrust.

Below: Claire Goodall, former Director of Design, Development & Strategic & Planning, BookTrust

The session's objective was to discuss thinking frameworks and approaches to help delegates embed and influence Insight across their organisations and understand their role in shaping organisational change in the process.

Cognitive Fixedness

How expertise in a particular area can lead to fixed ways of thinking, which can hinder problem-solving and innovation:

"The more we are expert in our fields, the more likely it is that we have cognitive fixedness"

The role of 'mindset' in relation to Change Management, emphasising the difficulty of driving change within organisations, highlighting the need for mindset shifts, cooperation, and effective communication. Change requires mindset shifts. It requires co-operation. It needs enablers and champions across your organisation.

"let's just acknowledge that change is flipping hard, right? And it requires a lot more human emotion and energy to be able to do it positively through your organisations, than you potentially want. It requires mindset shifts!"

Design Thinking

The importance of 'Design Thinking' principles in approaching change and solving problems, focusing on framing the right questions and understanding the problems, rather than jumping to solutions.

"Design thinking principles have helped me think through problems, in a way that really focuses on the question or challenge I'm trying to solve rather than jumping to solutions. And often with change, what you sometimes see is that people are really keen to solve change and jump to solutions, but they'll be answering the wrong question."

The Four C's

Challenges during her time spent working at Heathrow airport - Claire shared how the 'Four Cs Framework' (Creativity, Courage, Curiosity, Collaboration) had been a useful tool to foster innovation and change within the teams she lead during that period.

The benefit of zooming in on creativity (as part of the Four Cs model) - Claire emphasised its effectiveness for supporting Insight leaders in the process of role modelling change behaviours.



96%

of research companies said that the event was good or great overall



“As insight leaders and as change agents, being able to be creative with how you tell stories, how you bring your insights to life and how you uncover some of those insights is critical because it helps people think differently and brings new life, perspective and meaning for them”

Speaking about the challenges when joining Book Trust Claire shared she was tasked with creating organisational change design into new service offers, to improve impact for the end

users who needed the most support (the children and families receiving the books).

“Book Trust really shifted the curve from being an organisation that ran quant surveys for surveys sake to building a whole impact-led approach to our continual learning, which means we're now being able to demonstrate not just that we're increasing our reach amongst our target audience, but we're actually making specific behavioural change”

On her legacy at Book Trust, Claire shared the design and development framework into a fully working process that all projects have to go through.

“We have tools and documents that help them capture what their opportunity or challenge is, how that might be considered in terms of design and development frameworks, and how they then work through that to develop a new idea.”

The importance of arriving at the right ‘impact statements’ using examples and resources to support how these could be crafted.

“be humble and listen and expose your flaws, because I think that is also a real opportunity and positive way to help people come on a journey with you with change”



Conclusion and Action Points

Challenge fixed perspectives (cognitive fixedness) and actively consider diverse viewpoints to solve problems effectively - involving diverse perspectives can lead to quicker and more effective problem resolution.

Successful change requires enablers and champions across the organisation, not just one person.

Using design thinking helps in addressing the correct challenges and finding effective solutions.

Applying the Four Cs can help individuals and teams feel comfortable with change and drive innovation.

Effective communication is crucial for driving positive change in organisations.

Creating a consistent framework and methodology for innovation can help overcome challenges.

Recognising and learning from failures is important for continuous improvement and innovation.

Implementing practical tools and methodologies can lead to significant improvements and standardisation.

90%

90% of delegates rated the conference programme overall as excellent or good



OUR CUSTOMERS' EXPERIENCE OF THE DAY



The recent Market Insights Forum proved to be an exceptional event, setting a high benchmark for industry conferences. The forum brought together a diverse array of industry leaders and insights professionals, fostering an environment ripe for knowledge sharing and networking.

Tim Walpot
Insight Manager, Kingsland Drinks

Excellent - I loved it. I would do this four times a year if I could.
Douglas Dunn
Co-Founder, One Minute to Midnight



The Market Insights event was exceptionally organised, providing fantastic networking opportunities and insightful speakers.

Kris Bailey
Audience Insights Lead,
EMEA, X (Twitter)

Very well organised. Excellent key note speaker, good opportunities to meet clients

Sharon Nichols
Research Director, DJS Research Ltd

Inspiring, busy, a lot of great connections

Lucy Davison
CEO, Keen as Mustard Marketing

A lovely venue with great staff and an excellent keynote speaker. What a great start! Really smoothly run throughout.

Alastair Herbert
Founder, Linguabrand

A well organised, efficient and very useful day

Amber McAfee
Insight Manager, Bakkavor

Very well organised event with quality delegates talking about some of the key issues we face as an industry.

Rachel Mackie
Head of Insight Data and
Analytics Strategy
Standard Chartered Grinlays Bank

Intense but fun, and a great way to connect with lots of potential new clients in a single day.

Phil Sandy
UK Sales & Research Director, MSI-ACI





It was a great showcase of industry excellence, with great presentations and learning.
Demetri Vlachos
Research and Insight Lead,
UK Power Network

Keynote speaker was great and really set the tone. It is a good opportunity to meet new agencies and new contacts and understand different methodologies and perspectives on how your projects can be conducted.
Maxine Walter
Director of Consumer Insights
Ancestry

A really rewarding day getting to speak to new people and enjoy some really insightful sessions.
Rob Southworth
Market Research Manager, Diabetes UK

It was really interesting and useful to meet other agencies. The talks/workshops were really good too.
Jack Hollis
Research & Insight Manager
Battersea Dogs & Cats

Excellent event, well managed, prepared and met / surpassed expectations
Robert Plant
Senior Sales and Research Director,
RONIN International

It was really positive. A few steps above other events in the industry in terms of set up and attention to detail. Everything was well organised. Attendees of the highest calibre. This is fast becoming one of our favourite events.
Illitch real
CEO, Rubiklab Ltd



A well organised, efficient and very useful day
Amber McAfee
Insight Manager, Bakkavor

An incredible experience. Great to meet so many suppliers and have interesting conversations. The key note opener was amazing, as was the talk with Nicole Yershon. The event was extremely well organised too.
Joao Paulo Jardim
Insight Director
Paramount





DELIVEROO INTRODUCING THE 'ROO CUSTOMER FEST'

Deliveroo, Director User Research & Insight, Hayley Ward. STRAT7, Senior Insight Director, John Horgan

Deliveroo

- Deliveroo are still a relatively young company – 11 years old
- Built on tech and algorithms - need to shift from a metrics-centric approach to a more human-centric approach.
- Before Hayley joined Deliveroo their customer insight was more analytical and less 'human':

"When we talked about the consumer we didn't really talk about them from a human aspect, it was much more about the numbers instead of actually thinking about them as people" said Hayley from Deliveroo as she opened the session.

Hayley wanted to drive greater empathy across the whole organisation, with regards to how Deliveroo viewed and interacted with its customers:

"So what we needed to do was create a moment in time that was quite disruptive, immersive and fun. The really interesting thing was that we needed something that was going to hit lots of different teams across the company."

Hayley wanted to enact a culture change.

"What we were really trying to do was actually start a culture change at Deliveroo. Moving away from just being focused on metrics and numbers to actually thinking about humans as people and about actually how we try to drive change and change of behaviour."

Customer Segments

Hayley highlighted the three customer segments Deliveroo focuses on: end consumers, riders, and restaurant/grocery partners.

Objectives of the Event

The three main objectives were to humanise customer data, launch a new customer experience program, and enable data access to all employees.

Simplifying NPS Scores

Hayley discussed the simplification of the NPS program to focus on one score and the importance of understanding the sentiment behind the numbers.

"So when I first joined Deliveroo, my mind was blown about the number of different NPS scores that we had flying around the company. We spent quite a bit of time really simplifying the programme. We now only have one NPS score."



Hayley Ward (inset) and John Horgan

Data Access and Knowledge Management

Things had previously been a bit closed within the Insight team with little democratisation of data -Hayley talked about the efforts to remedy this via the launch of the 'Roo Compass knowledge management system'.

John spoke of 'ResearchBot' and an online community at the heart of Deliveroo's business which helps their clients to get closer to their customers by blending technology with some of the best help in the industry via Insight Communities

Customer Closeness Activities

John discussed the speed dating sessions and customer focus groups as key activities to engage stakeholders with customers and riders:

"One of the real highlights for us was the speed dating. As we talked about riders being a crucial audience, we felt like it was really important to make sure that they had a voice in the business and that they were a part of this festival. Any

kind of customer closeness, we felt it was worth considering. Just gives you that bang for the buck."

Immersion Room

John explained the setup of immersion rooms with various artifacts to bring customer and rider experiences to life:

"they (Immersion rooms) were located, centrally on the main walkway through the offices. And the fanfare around the event meant that we got a great deal of interest. They created a heart and home for the event"

John spoke about the time and planning involved to make the Roo Customer Fest a reality:

Online Community Engagement

John mentioned the use of online community tools like live Q&As and quick polls to complement the immersion rooms.

Impact of the Event

Hayley highlighted the positive impact of the event, including increased awareness, engagement, and a significant improvement in NPS scores.





CONSUMER WELL-BEING DRIVING THE BOTTOM LINE

Mars Inc, Chief Joy Officer, Nic Umana, The FA, Senior Equality, Diversity and Inclusion Lead. Shruti Saujani, The Market Research Society, CEO, Jane Frost

Industry leaders converged at the “Consumer Well-Being Driving the Bottom Line” panel to explore the intricate relationship between consumer well-being and business success. The discussion featured insights from Jane Frost, CEO of the Market Research Society, Nic Umana, Chief Joy Officer at Mars, and Shruti Saujani, Senior Equality, Diversity & Inclusion Lead at The FA.

The first major topic addressed was the well-being of employees and volunteers. Jane highlighted the Market Research Society’s belief that employee well-being is fundamental to fostering innovation and productivity.

She noted that a **“well-supported workforce is crucial for retaining top talent.”**

Shruti discussed The FA’s focus on volunteer well-being, stressing the importance of mental health support and inclusive practices. She shared specific programs that promote a positive and effective team environment, illustrating how well-being initiatives are integral to organisational success.

Nic described how Mars prioritises “nourishing well-being,” starting meetings with activities like sound healing or

Right:
Nic Umana,
Jane Frost &
Shruti Saujani

breathwork to create a space where people feel they belong. She emphasised that fostering well-being is essential for fueling creativity within teams.

The discussion then moved to the role of leaders in creating a psychologically safe space. Nic noted the importance of leaders giving permission to create such spaces. Jane added an interesting perspective by questioning how teams can support their leaders, highlighting the reciprocal nature of well-being.

Shruti also touched on The FA’s efforts to ensure audience well-being through inclusive and engaging practices. She highlighted the balance between providing a safe, inclusive environment and empowering consumers to make informed choices.

The panel concluded that there is still work to be done and ended with a powerful statement from Shruti:

“We all have a responsibility in this space.”

She emphasised that promoting well-being is a collective effort.



92%

of research agencies said that the one to one meetings with delegates were either excellent or good overall



THANK YOU

to all our wonderful delegates for joining us...



Ancestry
Director of Consumer
Insights

Ancestry.com
Senior Insights Manager,
International

AS Watson, Europe
Chief Customer Insight &
Analytics Officer (Europe)

Atkins plc
Director Of Innovation

B&Q
Customer Insights Manager

Bakkavor
Insight Manager

Battersea Dogs & Cats Home
Research & Insight Manager

BBC
Insight Manager

Benefit Cosmetics
Insights Manager

Biffa
Marketing Insight &
Analytics Manager

Boots
Consumer Planning
& Insight Lead

Boots
Insights Manager

British Chambers
of Commerce
Head of Research

British Rowing
Head of Insight

Cambridge University
Press & Assessment
Senior Market Insight
and Strategy Manager

Cancer Research UK
Interim Senior Manager
- Consumer Insight
& Experience

Capital One Bank
Lead User Researcher

Cardiff Metropolitan
University
Associate Tutor

Clifford Chance
Senior Client Insights
Manager

Coca-Cola Company
Director Global
Marketing Analytics

Computacenter UK Ltd
Customer Insight Manager

Diabetes UK
Market Research Manager

Dr. Martens plc
Senior Insights Manager

Dyson
Head of Insight

easyJet
Insight Manager

easyJet
Customer Insight Consultant

ECB
Head of Business
Performance

England Rugby
Insights Manager

Expedia Group
Senior Manager, Analytics

Financial Times Ltd
Research Manager -
Audience Feedback
Research

Footballco
Senior Researcher

Fremantle
Insight Manager

Froneri
Category Insight Manager

Google UK
Research Lead

Govia Thameslink
Railway (GTR)
Customer Experience
Analyst

Grant Thornton UK LLP
Head of Client
Experiences and Insight

Heathrow Airport Ltd
Head of Customer and
Consumer Insight

Hiscox
Head of Insight
and Research

Holland & Barrett
Commercial Insight Expert

Hutchison 3G UK Limited
European Lead
Insight Manager

IHG
Director of Analytics

IKEA
Country Insight Leader UK

Imperial Brands
Consumer Research
Project Manager

ION Group
Analytics Director

Irwin Mitchell
Head of Insights Excellence

Kingfisher plc
Customer Research
& Insights Lead

Kingsland Drinks
Insights Manager

LADbible Group
Head of Data, Intelligence
and Planning

Lego
Business Insights
Senior Manager

Lidl
Senior Insights Consultant

LV=
Associate Researcher

LV=
UX Researcher

Mars Inc
Regional Syndicated
Data Senior Manager

McDonald's UK&Ireland
Head of Consumer Insights

Molson Coors
Senior Consumer &
Brands Insight Manager

Morgan Stanley
Vice President - Research

Naked Wines
Head of Customer Research

NatWest
Principle Researcher

New England Seafood
Head of Customer Marketing
Head of Category & Insight

Next plc
Market Research Assistant

NHS Blood and Transplant
Data Analyst



People in transition Insight Manager	Starbucks Senior Manager, Market Research and Insights EMEA	UKTV Head of Brand and Qual Insight	wagamama Director of Insights
Nomad Foods Group Head of Market Insight & Analytics	Starbucks Global Research Lead	UKTV Senior Insight Manager	Warner Media Product Insight Director
Northern Railway Customer Insight Manager	Tate Audience Insight Manager	Unilever Global Consumer Insight Manager	WaterAid Senior Insight Specialist
NSPCC Insight Manager	Tesco Insight Partner	Upfield Category and Brand Insights manager	WH Smith Plc Insight Lead
Oracle Corporation Head of Analytics	Tesco Head of Insight	Viking Cruises UK Head of Research & Insights	William Grant & Sons Ltd Senior Global Insight Manager
Ornua Category & Insight Manager	Tesco Insight Analytics Manager		X (Twitter) Audience Insights Lead, EMEA
Paramount Insight Director	The Children's Society Head of Supporter Insight		
Pearl & Dean Head of Research & Consumer Insight	The Energy Systems Catapult Head of Consumer Insight and Design		
Pernod Ricard Senior Insight Manager	The Law Society of England and Wales Senior Research & Insights Manager		
Reckitt Global Insights & Analytics Manager	The Law Society of England and Wales Head of Research and Insight		
Red Bull Availability & Operational Specialist	The Open University Snr Marketing Manager: Strategy, Brand & Insight		
Rightmove Head of Insights	The Telegraph Head of Research		
Roche Products Ltd Head of Insights	This Is Global Ltd Head of Audience and Brand Insight		
ROYAL MAIL GROUP LIMITED Head of Insight	This Is Global Ltd Head of Commercial Insight		
Sanofi Global Customer and Market Insights Manager	Transport Focus Head of Insight		
Skanska UK Plc Customer & Markets Insight Manager	UCC Coffee Head of Catagory & Insight		
Sodexo Head of Strategy & Insights, Corporate Services UK&I	UK Power Networks Research and Insight Lead		
Sony Pictures Entertainment Director, EMEA Research	UKHSA Insight Lead		





THANK YOU

to all our brilliant research companies
for their continued support.

2CV	DJS Research Ltd	Listen and Learn Research	Simpson Carpenter
antedote	DVJ Insights	Lovebrands	Spark Market Research
Appinio	Dynata	MAC Smarter Research	Statista
BASIS	ExperienceLab	Magenta	STRAT7
Black Swan Data	FlexMR	MarketCast	STRAT7 Researchbods
Bold Insight	Flume	MM-Eye	Strategic Research and Insight
Borderless Access	Freemavens	MSI-ACI	Stylus
Brand Ignite	HarrisX	One Minute to Midnight	Thinks Insight & Strategy
Brandwatch	Human8	Prodege	Toluna
Caplena	Hummingbird Insights	Proinsight Research	Trinity McQueen
Clear	Incite	Relative Insight	Two Ears One Mouth
Cognni	Irrational Agency	Research Strategy Group	Verve
DataExpert	Keen as Mustard Marketing	RONIN International	White Rabbit Research
Delineate	Linguabrand	Rubiklab Ltd	Wordnerds

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

Shazia Ali Conference Consultant	Chandrima Ganguly Lloyds Banking Group	Tracey Hendle NewsUK - Times Media	Rachel Mackie Standard Chartered Bank
Lizzy Bernthal Release Your Potential Ltd	Martin George Former Waitrose & Partners	John Horgan STRAT7	Harry Mirpuri NatWest
Andy Coyle West Peak	David Gillespie Author	Sarah Jenkins Magenta	Shruti Saujani The Football Association
Jane Frost The Market Research Society	Claire Goodall Book Trust	Farhana Kuddus Space & Banking	Nic Umana Mars Inc
Prof. Hannah Fry UCL	Shehnaz Hansraj Viking Cruises	Tom Lawrance Consultant	Hayley Ward Deliveroo
			Nicole Yershon The NY Collective

If you would like to find out about our 2025 forum contact [@Emma Doniger](#) 



AND NOW FOR SOMETHING COMPLETELY DIFFERENT...



Wine Tasting with Shehnaz Hansraj, Head of Research & Insights, Viking Cruises.

This year we ended the day off slightly differently. We invited our loyal supporter Shehnaz Hansraj, Head of Research & Insight for Viking Cruises to host our first ever wine tasting event. Shehnaz is now a fully trained Sommelier with her own programme on the A-Z of wines on the Viking.TV channel. No prior wine knowledge was required - just an open mind and all your senses!

Over one hundred people joined us for a fabulous end to a wonderful day. Shehnaz taught us how to taste four very different wines and we had a lot of fun along the way! Thank you everyone and a special thanks to Shehnaz for making it a memorable occasion.



I thoroughly enjoyed The Richmond Market Insight Forum.

The structure of the day was very well organised and it was great to have scheduled meetings with organisations relevant to the needs of my upcoming projects.

The wine tasting was also a fantastic way to round off the event.

Olivia Bourke, Insight Manager, NSPCC



The Richmond

Market Insight Forum

5th June 2025



The Market Insight Forum By Richmond Events, and in association with The Market Research Society, will take place for 2025 on 5th June once again at Savoy Place, London.

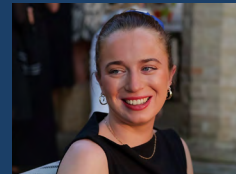
This exclusive sell out event is invitation only, with 120 senior market insight professionals and 60 research companies.



Attend as a Market Research Client:

Invitations are complimentary and can be requested, alongside details of the conference programme.

Contact Delegate Manager, @Ellie Crawford 



Attend as a Market Research Agency

If you would like to find out how you could meet with senior research and insight professionals of your choice

Contact Project Director @Emma Doniger 

or

Sales Director @Neil Tait 



We organise forums in the UK, US, Italy, Spain and Switzerland
For more details visit [richmondevents](https://richmondevents.com) 

 Follow us 

Find out more about our 2025 forum [here](#) 