

Coffee and biscuits available from 9.30am

**10:00**      **Welcome & Introduction** - from AURA and the AQR

Format: 20 minute presentation, followed by Q&A session with speakers

## SESSION ONE:

- 10:15**      **Co-designing the future of debt advice – flexing the qualitative muscle (2CV and The Money & Pensions Service)**  
The role of the client, researcher and respondent is changing which means that the ways researchers bridge the gap between the client and their audience is changing, too. We will outline the skills and mindset required by everyone involved to make this new way of working a success.
- 10:35**      **Building Behavioural Science capabilities for Barclays comms development (The Behavioural Architects and Barclays)**  
How research and deploying behavioural science principles has played as essential part in understanding the potential impact of communications on customers and helped Barclays enhance their processes for developing communications.
- 10:55**      **That Counts! Encouraging physical activity in Greater Manchester through an insight-led behaviour change campaign. (Britain Thinks and GM Moving)**  
Getting people moving in Greater Manchester – how research informed a campaign to get people to think differently about activity and removed barriers to getting active.

11:10 - Q&A with speakers from Session One

11:30 - Coffee Break (30 mins)

## SESSION TWO:

- 11:55**      **Is good enough really good enough? (Acacia Avenue)**  
In today's challenging environment there is a role for research that's good enough. But when we asked our clients about the difference is between good enough and excellent themes around language, storytelling and salesmanship emerge. We dramatize this difference by researching copywriting with the audience.
- 12:15**      **How moving from data fission to data fusion is helping Matalan flourish while others flounder (Join the Dots & Matalan)**  
This is a tale about a business immersing itself in the world of its customers, we follow agency and client as they join forces to challenge an entire business to think differently.
- 12:35**      **Why 'agile' strategic development research, should respect client, agency and research cultures (Feeling Mutual)**  
'Agile' is a buzzword that is increasingly applied to research. But what does it mean for qualitative strategic development? How can we accelerate the work we do, without compromising too much in terms of quality? This paper shows how Feeling Mutual used agile principles to deliver global strategic development, for one of Europe's most innovative tech brands.

12:45 - Q&A with speakers from Session Two

13:00 - Lunch (50 mins)

## SESSION THREE:

- 13:50**      **Holidays are coming! Creating market-leading customer experiences for TUI (Sparkler & TUI)**  
Getting out of the viewing room into flight simulators and onto sun-loungers has help TUI adapt and thrive in an increasingly competitive marketplace.
- 14:10**      **The five years of keeping it real – longitudinal qual study charting evolution of viewing in mainstream homes (The Sound and ITV)**  
Qualitative techniques and film-making shine a light on behaviours that are already happening – bringing them to life in ways that feel real and relatable to ITV.

14:30 - Q&A with speakers from Session Three

- 14:40**      **The AQR Listening Project – what the future of qualitative research looks like (Ipsos, Vivid Research, Walnut Unlimited)**  
Interactive session on what AURA members need qualitative research to deliver in the future to help insight buyers deliver the strategic recommendations their business needs – what does the AQR need to do to champion this. An opportunity to share thoughts, challenge thinking and map a way ahead.
- 15:50**      **Closing Comments** - with AURA and the AQR
- 16:00**      **Close**