

ORGANIZED BY LABCOM IN PARTNERSHIP WITH ESOMAR  
SPONSORED BY RESEARCH NOW-SSI AND ALMAR QUALITY RESEARCH

# BEST OF ESOMAR 2018

*Integrating data to understand  
consumer complexity*

**14.30 Coffee Break**  
sponsored by RESEARCH NOW-SSI and ALMAR  
QUALITY RESEARCH

**14.45**

## Welcome and remarks

Maria Grazia ZOIA, Professor of Econometrics and Scientific  
Director, Labcom, Università Cattolica del Sacro Cuore  
Renato FIOCCA, Professor of Marketing, Università  
Cattolica del Sacro Cuore

Alberto STRACUZZI, Customer Intelligence Director  
at BLOGMETER, Italy and Esomar Representative for Italy  
Giulia FABRIZI, Managing Director at ALMAR QUALITY  
RESEARCH, Italy and Esomar Representative for Italy

**15.00**

## *Can Chairs Talk? Image mining & text analytics for strategic planning*

Chiara DAVANZO ZAMARIAN, Global Brand Manager,  
Brand & Digital Engagement, Arper S.p.A., Italy  
Prerit SOUDA, Data Science Director, Kantar, UK

**15.30**

## *Making Data Fit - How to engage right across a global organisation and embed a big data story to deliver strong commercial results*

Caroline BATES, Board Director, Chime Insight &  
Engagement, UK

**16.00**

## *'Erotic Capital' as a Platform for Innovation and Communication*

Cinzia PATERLINI, Qualitative Department Director,  
GNResearch, Italy  
Elena BUCCI, Milan Office Director, GNResearch, Italy

**16.30**

## *Diving into digital consumer diaries*

Silvia BIRAGHI, Assistant Professor, Università Cattolica  
del Sacro Cuore, LABCOM  
Rossella C. GAMBETTI, Associate Professor, Università  
Cattolica del Sacro Cuore, LABCOM

**17.00-18.00**

A Panel of discussion "The integration of data"

## Convegno

**Thursday March, 15<sup>th</sup> 2018**

**Cripta Aula Magna G.005**

Largo A. Gemelli, 1 - Milano



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