

**MSRA 2019 CONFERENCE, 14TH NOVEMBER 2019
THE IMPACT OF RESEARCH**

Time	Agenda	Who
Registration Opens & Morning Coffee 0700 – 0730 am		
0745 - 0800	Call to order	MSRA
0800 - 0815	Introduction and MSRA Chair's address	Jessica Kimathi , MSRA - Chairperson
0815 - 0835	Data is like fine wine	Agnes Odongo - KWAL
0835 – 0840	Session 1 - Impact and Innovations in Research	Session 1 Chair: Daniel Omollo, MSRA
0840 - 0900	Supremacy War : IVR vs SMS vs CATI vs F2F	Alexandra Cronberg , Research Methodologist - Kantar Public
0900 – 0920	In the Eye of the Storm : Utilizing Mobile Research	Jennifer Maina , Media Planner - Geopoll & Zipporah Moraa , Client Service Executive - Geopoll
0920 – 0940	Impact from Digital Space	Mellissa Baker , CEO Africa - Kantar Public Division & Co-Chair of the Development Practice - Kantar
0940 – 1000	Data Drives Social Change	Edward Ikiugu , Research, Monitoring & Evaluation Specialist
1000 – 1015	Session Q&A	Session 1 Chair: Daniel Omollo, MSRA
1015 – 1030	NACOSTI	TBC
10:30am - Tea / Coffee break		
1100 - 1105	Session 2 – Big Data & Data Protection	Session 2 Chair: Samuel Kamande, MSRA
1105 – 1125	Extracting Insights from the flood	Teddy Kahiro , User Researcher - Tala
1125 – 1145	Brand Trust & Personal Data	Betty Njagi , Account Manager - Kantar
1145 – 1205	Exploring The Future Through A 3D Lens	Irene Opondo , Research Executive - PARS
1205 – 1225	Real time data, Real time Action	Muthoni Njuguna , Senior Research Manager - KCB & Samuel Kamande , Head of Data Science - Ajuja
1225 – 1245	Seeing the Wood from the trees - AI	Daniel Oseman , Client Service Director - Kantar
1245 – 1300	Session Q&A	Session 2 Chair: Samuel Kamande, MSRA
Lunch 1300 – 1400		
1400- 1405	Session 3 - Future of Research (Raising the Game)	Session 3 Chair:TBC, MSRA
1405 - 1425	Retail Sea of Data	Willy Kimani , Chief Commercial Officer - Naivas Ltd
1425 - 1445	Impact of Research – Past Present & Future	Soumya Saklani , Managing Director E.A. & CCO WECA - Kantar
1445 - 1505	Global innovations driving local insights	Charles Makau , Director - Africa Stats
1505 - 1525	Hot House: Sizzling Qualitative	Janet Ragui Marwa , Senior Research Executive - Ipsos Ltd & Vera Ogembo , Research Executive - Kantar

1525 – 1545	Challenge on Future of Data	Timothy Oriedo , Big Data Scientist - Predictive Analytics Lab
1545 – 1630	PANEL – Insights that have made a difference	Willy Kimani , Chief Commercial Officer - Naivas, Charles Okanya , Consumer Planning & Research Manager - Diageo, Timothy Oriedo , Big Data Scientist - Predictive Analytics Lab
1630 – 1645	Session Q&A	Session Chair: TBC , MSRA
1645 – 1700	Awards (Best Paper & Best Presentation) Vote Of Thanks & Conference Close	Jessica Kimathi & Roger Steadman - MSRA
17:00 Networking Tea / Coffee		