

22 Apr 2024

A graphic for the SAMRA Annual Conference. On the left, a stylized tree with a brown trunk and branches is composed of various green line-art icons representing business, technology, and marketing concepts. To the right of the tree, the text "#PLANETPEOPLEPROFIT" is written in green. Further right, the SAMRA logo (a blue fingerprint-like shape) is followed by the text "SAMRA" in large blue letters and "SOUTHERN AFRICAN MARKETING RESEARCH ASSOCIATION" in smaller blue letters. To the right of the logo, the words "ANNUAL CONFERENCE" are written in large green letters. Below this, a green rectangular box contains the text "SPEAKER LINEUP" in large white letters. At the top right, the text "WHAT WE DO TODAY | INFLUENCES TOMORROW" is written in green.

Brett Marshall - qualitative research executive, MMR Research, Africa, and The Middle East

Shaping better business decisions with deeper consumer connections.

Kunal Panja, regional research lead and insight alchemist

Simba Chakaingesu, consumer insights manager (nutrition) at Unilever

Saberah Gumede, senior account manager at Borderless Access

Beyond the funnel: Gen Z's journey towards authentic engagement.

Luan De Wet, chief client officer, Ask Afrika

Bridging the gap between ESG goals and consumer concerns.

Maria Petousis, executive TGI & Benchmarks, Ask Afrika: South African Realities

Fried, flavored and fabulous

Margaret Constantaras - A highly respected market researcher in South Africa, known for her expertise in both qualitative and quantitative research methodologies, and her strong ethical standards

Balancing act: how researchers and clients can co-navigate the fine line between stability and evolution in tracking studies

Anneri Venter, Human8 (previously Columinate)

Bronwyn Penny, Human8

Raising the bar: from sustainability to regeneration.

Anneri Venter, Business Director at Human8

Marlé Mans, senior research team director at Human8

A new interpretation of consumers, as people.

Jan Wegelin, managing director, MarkData (Pty) Ltd

AI's replacement of the researcher.

Shaun Fourie, QuestionPro account director

Co-presenter - Kendall Rynders, CUETA, owner

The understanding of human behaviour is an ever-evolving landscape. This conference has been a platform where the market research industry brought forward the latest findings and discoveries in behavioural sciences. The event is open for all brand and research teams to attend and learn together.

To read more details about these topics or to register visit our website:

<https://samra.co.za/samra-annual-conference-2024/>

Or follow us on LinkedIn for more Conference Workshop Information:

<https://www.linkedin.com/company/samrainsights/>

For more, visit: <https://www.bizcommunity.com>