

Agenda

 iiex-latam.org/latam-agenda/

Day 1

April 8, 2014

7:45 AM

Registration & Welcome Coffee

Foyers

Module 1: Insights 2020: The Vision For The Future -

10:40 AM

Networking Break/Innovation Showcase

Foyers

Track 1: Social, Local & Mobile: The Pillars of Modern Insights -

11:40 AM

Mobile Research, Moment of Truth. Evaluation of an electoral debate in Chile

Sala Omnium

12:00 PM

A New Market Insights Model for LatAm: Social Entrepreneurship, The Base of the Pyramid and Mobile Market Research

Sala Omnium

1:00 PM

Lunch/Innovation Showcase

Foyers

2:00 PM

The Insight Innovation Competition: Presentation Round

Sala Omnium

Day 2

April 9, 2014

07:45 AM

Registration & Welcome Coffee

Foyers

Module 6: New in MR -

DAY 3

April 10, 2014

09:00 AM

Partner Event: MSPA

Separate ticket required.