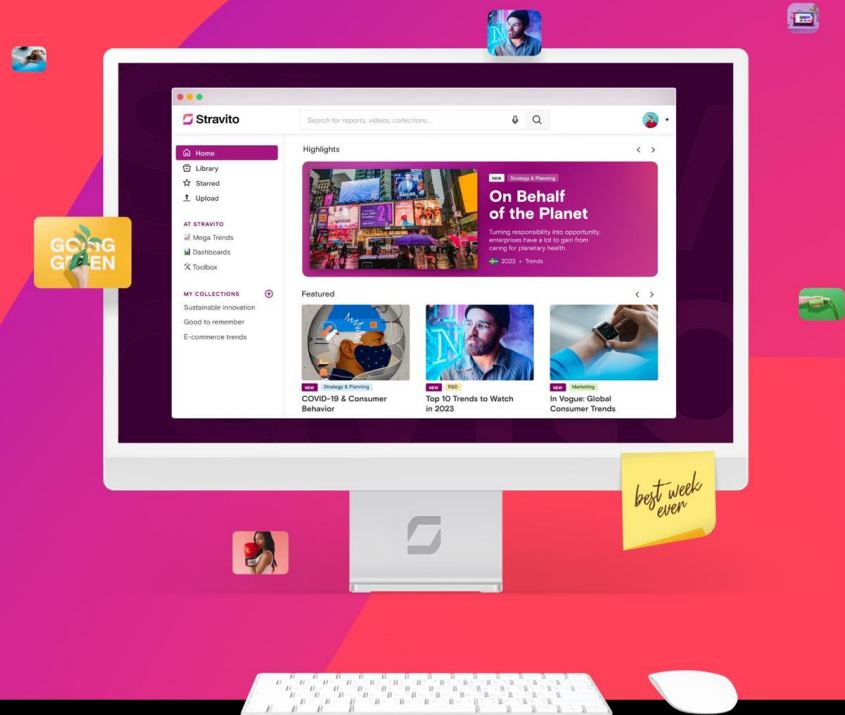




Panel: Trends, Challenges, and Opportunities



Laura Lockley
Chief Customer Officer
Stravito

Rob Hardy
Head of Insight
Cambridge University Press
& Assessment

Michelle Hixson
Global Insights Consultant
Shell

Ross Dempsey
Editor, Burberry Insight Hub
Burberry



On today's panel:

Moderator



Laura Lockley
Chief Customer Officer



Panelist



Michelle Hixson
Global Insights Consultant



Panelist



Rob Hardy
Head of Insight



Panelist



Ross Dempsey
Editor, Burberry Insight Hub





What are some of the **challenges**
you see with **insights engagement**?

And how do you go about
solving them?



How do you think about the **push**
and pull factors that **drive**
colleagues to engage with insights?



What **opportunities** do you see for
VR and other emerging
technologies in consumer and
market research?



How do you think about **measuring success** and how do you use those measurements to **elevate the role of insights** in your organization?



What are some broader **consumer trends** that you're **paying attention to** at the moment?



What are some **storytelling techniques** that you use to ensure **even the most complex trends** are naturally and **quickly understood**?

Thank you!

