



SÄGO

**Give Them What
They Want:
Exploring
Evolving Panel
Expectations**

MODERATOR



**Chawntae
Applegate**

EVP, Channel Leader

Sago

PANELISTS



**James
Rawstorne**

Head of Procurement

Kantar



**Frank
Kelly**

Market Research
Practice Lead
Virtual Incentives



**Shantee
Gordon**

Panelist