

LIVE EVENT IN COPENHAGEN

Closer to Reality



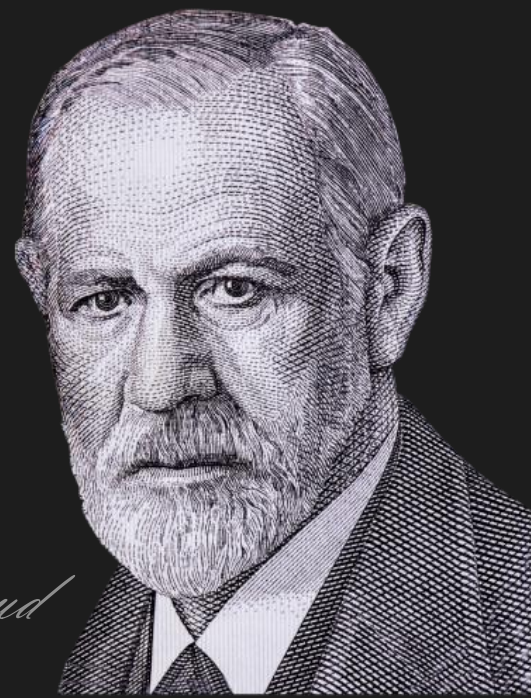
Ipsos Insights



According to Freudian psychoanalysis, the 'reality principle' is the ability of the mind to assess the reality of the external world, and to act upon it accordingly.

So how can we, as businesses, get closer to this reality and learn how consumers, shoppers, users and customers act and why?

Sigmund Freud



Closer to Reality

Now and in the future, you need to be close to your users, consumers and customers. Being closer to reality is a key enabler of business growth .

We have handpicked **six keynote speakers** that each will inspire you on how to get **"Closer to Reality"** . Ensuring you will know how to get closer to reality and thereby fulfilling your business potential now and in the future.

The event consists of 3 different sections:

- 1) **Short and inspiring talks** with each speaker
- 2) A **panel session** where your questions and theme-relevant topics will be debated
- 3) **Q&As and product trial** with individual stands for each speaker

WHEN: **March 31, 11.00 – 15.00**

WHERE: **Danish Architecture Centre (DAC)**
@Bryghusgade 10, 1473 Copenhagen.

There is only a limited number of seat available, so hurry and sign up now!

As a bonus, your access pass to the event also gives you access to Danish Architecture Centre and its exhibitions free of charge!



Alexander Asmussen
Head of Creative Excellence
Ipsos Denmark



Benjamin Duve
Senior Manager
Innovation, Global Insights, LEGO



Cristina Cracium
Global Director,
Censydiam & Qualitative, Ipsos



Maria Psilander
Global Director,
Ipsos Simstore



Pia Tandrup
Country Director
Meta Denmark



Simon Lajboschitz
Co-Founder & CEO
Khora Virtual Reality





Agenda

11.00 - 11.15 **REGISTRATION**

11.15 - 11.20 **WELCOME AND INTRODUCING THE EVENT FORMAT**

11.20 - 11.35 **Maria Psilander | CEO | Ipsos Simstore**
Bringing Shoppers Closer to Reality: *We will explore how we can bring shoppers "in the moment" with the help of technology, in order to predict shopping behaviour. Ultimately getting closer to real business behaviour.*

11.40 - 11.55 **Benjamin Duve | Senior Manager Innovation, Global Insights | LEGO**
Research in a Natural Environment: *Leading the LEGO's innovation research journeys the past years, Benjamin will share valuable learnings from stress-testing innovations in a more realistic and natural environment.*

12.00 - 12.15 **Alexander Asmussen | Head of Creative Excellence | Ipsos Denmark**
Ad Test Reflecting Reality: *If you want realistic results you can trust, you need to test your ad in a realistic environment with other ads to build cognitive load that would occur in real-life. Alexander will show you how Ipsos brings your ads closer to reality mimicking real-life experiences.*

12.20 - 12.50 **LUNCH**

12.55 - 13.10 **Simon Lajboschitz | Co-Founder and CEO | Khora Virtual Reality**
The Spatial Internet of the Future: *How does the future of the internet look, how is it going to affect our everyday life and will it change our perception as well as bring you closer to reality?*

13.15 - 13.30 **Cristina Craciun | Global Director, Censydiam & Qualitative | Ipsos**
Real Connections with Real People: *Can we have empathy in business? We can, and we should! As businesses, we need to develop empathy for our users, consumers and customers, through real connections with real people in real life.*

13.35 - 13.50 **Pia Tandrup | Country Director | Meta (former Facebook)**
Tomorrow's Tech will Exist to be Unseen: *What becomes possible when technology fades into the background?. Augmented reality (AR) and virtual reality (VR) are poised to deliver these magical possibilities and bring us closer to reality.*

13.55 - 14.25 **PANEL SESSION**

14.30 - 15.00 **MEET THE SPEAKERS**

#1 advertising nerd and branding aficionado



Alexander Asmussen

Head of Creative Excellence, Ipsos Denmark

BIOGRAPHY

Almost a decade-and-a-half of experience in the advertising industry, both on the ad agency and research side. As Head of Creative Excellence in Denmark, Alexander is a true advertising nerd and branding aficionado, leading all communication-related research together with his team.

TEASER

Ipsos state-of-the art communication research utilising the latest we know within behavioural, data and neuro science to get as close as possible to real-life exposures to adverts.

If you want results that you can trust reflects reality, showing the test advert in a natural context of other ads to build cognitive load or live in its intended online

platform is the only way to do it.

Our ambition to mimic reality in our research approach to ensure clients get results they can trust, is why Ipsos is the World's most innovative research company three years running.

We invite you to learn how you cannot afford not to test your ads in a close to reality setup.

Thought leader with a passion for research innovation and experimentation



Benjamin Duve

Senior Manager Innovation, Global Insights, LEGO

BIOGRAPHY

For the past 10 years Benjamin has been a LEGO insights Jedi leading kids and shopper-centric end-to-end research journeys on future global LEGO experiences designed for kids.

His focus is on de-risking high risk innovation profiles using proven and new (technology) methodologies in more realistic and tougher environments to build internal and external stakeholder trust and confidence before market launch.

TEASER

80% of all new innovations fail in the market. Some LEGO innovation experiences have not delivered to expectations once launched. One reason for failing is treating innovation as a destination and not a journey. I.e., pushing products to market before the technology was truly ready. Other reasons are not validating new innovation ideas with large consumer sample sizes or not testing in real of simulated environments to understand real

consumer behaviour taking some of the risks away from comms and GTM strategy. Today Benjamin will share some examples from one of the recent LEGO innovation research journeys he has leading for the past two years....how they stress test new innovations in a more realistic and natural environment before the LEGO Group commit to future big entries and investments.

Leading expert on the world practice of motivational research



Cristina Craciun

Global Director, Censydiam & Qualitative, Ipsos

BIOGRAPHY

Cristina's almost 20 years career path in social and market research has been dedicated to advocating for a business culture of empathy and people centricity.

She has generated impact on 3 continents through effective transformation. In her most recent role in Latin America, she has been the initiator of pan-American programmes of Women Empowerment and Diversity & Inclusion, she has put in place mentorship and inter-country exchange practices that use the power of ethnography, storytelling, and motivational research to improve the opportunities of women in research.

TEASER

Can we have empathy in business?
We can, and we should!

At Ipsos UU, we believe that we need to develop empathy for people, markets and societies, by generating real connections with real people in real life.

Cristina Craciun, Gobaal Leader of our Censydiam Motivational Research practice at Ipsos, will trigger our curiosity for cultural differences and challenge our own biases and beliefs.

Shopping behaviour specialist with strong business acumen



Maria Psilander

Global Director, Ipsos Simstore

BIOGRAPHY

Maria is Business Development Director at Ipsos Simstore, Ipsos virtual research technology platform that helps clients understand and predict shopper behaviour.

Maria works with clients across the globe, helping them solve business challenges by combining strategic knowledge with modern technology. Maria has extensive experience from the CPG industry, both on the client and agency side, and is passionate about understanding shopper behaviour.

TEASER

There have been huge shifts in shopper behaviours driven by the pandemic and online retailers have seen a massive jump in sales compared to their physical counterparts.

The rise of eCommerce has also set off an evolution in offline retail to combat the challenge. With this, there is an increased need to

understand shopper behaviour in different purchase situations.

Together with Maria Psilander from Ipsos Simstore, we will explore how we can bring shoppers “in the moment” with the help of technology, in order to predict shopping behaviour. Ultimately getting closer to a real-life shopping environment.

Great understanding and passion for creativity and insights



Pia Tandrup

Country Director, Meta Denmark

BIOGRAPHY

As Country Director, Pia Tandrup is in charge of Meta's advertising business in Denmark. Her team works with Danish advertisers to help them optimize and succeed with their marketing investments on Meta's family of apps – both locally and in export markets.

Pia comes with a long experience from the advertising industry, most recently as CEO for Ogilvy Denmark and has a great understanding and passion for how creativity, consumer insights and right targeting can make the difference and create strong business results.

TEASER

What becomes possible when technology fades into the background? We get to live eyes up. We get to defy distance on a daily basis. We get to be more present with the people who matter to us—even if they're oceans away. Augmented reality (AR) and virtual reality (VR) are poised to deliver these magical

possibilities and take connection to new heights.

Together with Pia Tandrup, Country Director at Meta Denmark, we will explore how these technologies will transform our lives in the years to come towards the Metaverse.

VR, AR and XR enthusiast, futurist and ping pong player

Simon Lajboschitz

Co-Founder & CEO, Khora Virtual Reality

BIOGRAPHY

BA in Philosophy and Masters in Business.

Exploring the purpose of Virtual Reality and Augmented Reality. How will it change our lives and how can we make it into a good thing?

Founded Khora with Peter Fisher. After 6 years of exploring, we have produced +300 VR, AR, 360 productions for B2B partners and facilitated +1000 workshops for businesses seeking to explore the potential with us. Keynote speaker, Futurist and amateur ping pong player.



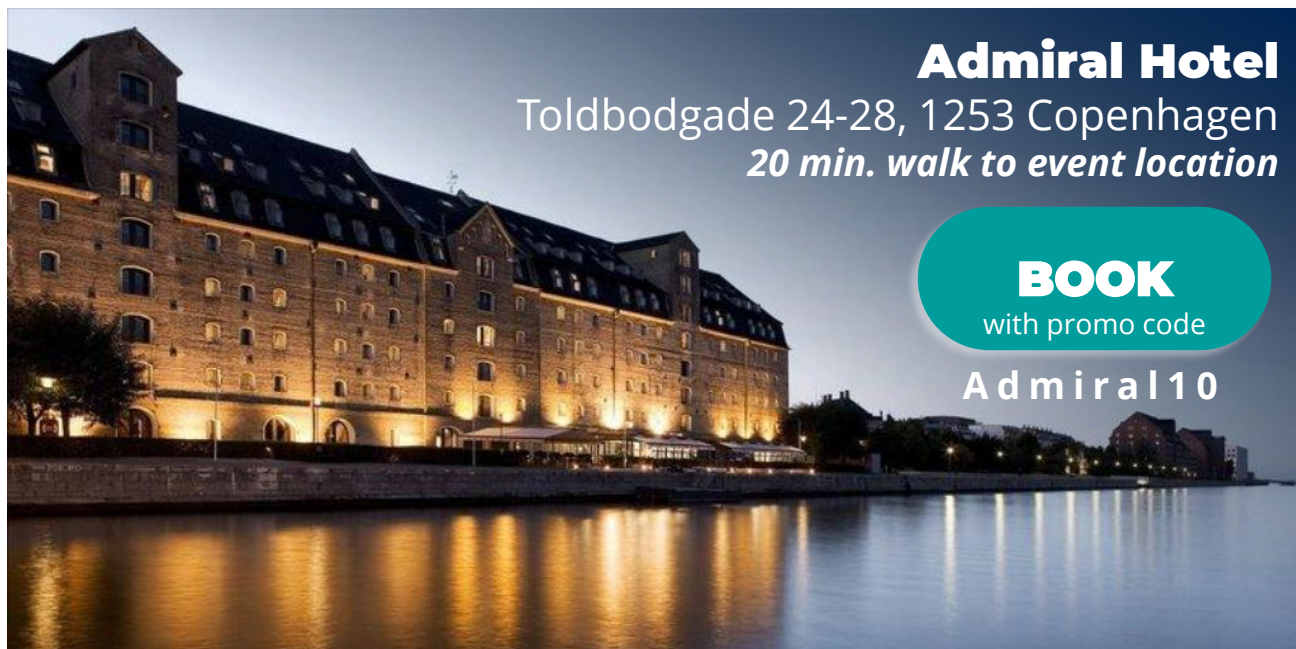
TEASER

How does the future of the internet look?

How is it going to affect our everyday life?

Will it change our perception of reality?

These and many more questions have acted as key drivers for Simon and the rest of the Khora team. Simon will take us through how the future of the internet could look, and how it will bring all of us closer to a new reality.



Admiral Hotel

Toldbodgade 24-28, 1253 Copenhagen
20 min. walk to event location

BOOK

with promo code

Admiral10

10% discount with **Ipsos**, when booking a room at

Wakeup Copenhagen

Borgergade 9, 1300 Copenhagen
20 min. walk from event location

BOOK

with Ipsos link



Arriving early or staying late?

Ipsos got you covered with things to do and see...

1

Go for stroll around the City; Kongens Have, Tivoli, Nyhavn, Bibliotekshaven, Rundetårn, Vor Frue Kirke, Freetown Christiania. So much to see and all at a walking distance.

2

Experience the exhibition: *Copenhagen by heart.* - a love story about Copenhagen at Danish Architecture Centre (DAC).

3

Hungry? Visit Reffen, CPH Street food. The season starts the 30th of March.

4

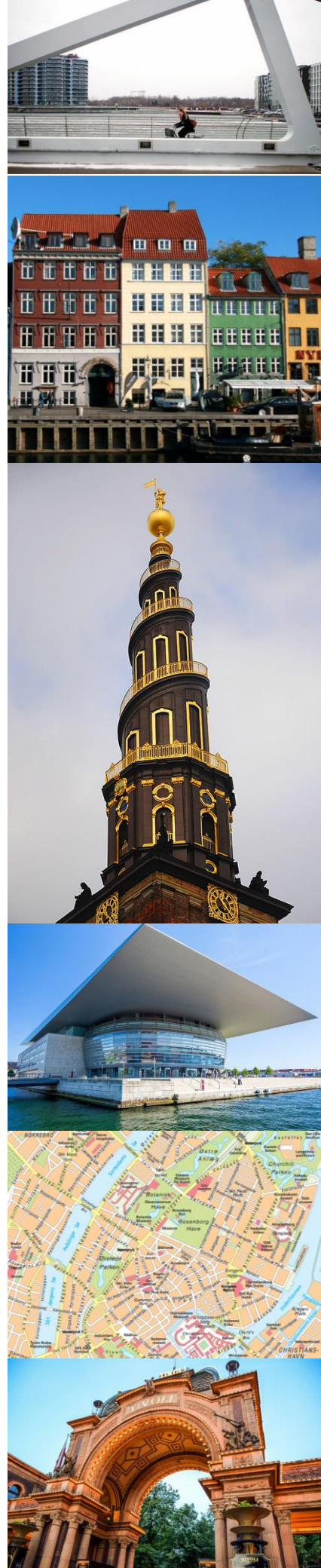
When at Reffen do check out the "Light & Space" Exhibit at Copenhagen Contemporary.

5

Need a cocktail break? Visit Ruby, Nybogade 10, Nice atmosphere, superb drinks! Opens at 04:00 PM.

6

Ohoy Sailor? Rent a Go Boat and check out Copehagen from the seaside. You can even bring a picnic basket for extra enjoyment.



Click on the screen to Signup

