

AN IPSOS EXCLUSIVE EVENT

UNLOCKING GROWTH WITH AI

Beyond the Hype

Hồ Chí Minh City, July 31 2025



Registration from 8.15 – 8.45
Welcoming guest

Opening remarks:
AI at Ipsos – A Vision for Growth

Rakesh Dayal
Ipsos Vietnam Managing Director

HI and AI

Expect the unexpected for business opportunities with Human led – AI boosted research approach. Leverage the inspiration, creativity, curiosity of the human and augment it with the efficiency, inspiration from AI.

Ajay Bangia
(Ipsos Global Head of AI Solutions – Qualitative)
Truc Tran
(Ipsos Vietnam Qualitative Service Line Lead)

Generating Innovations that Consumers Will Love

Leverage the synergies of Human & Artificial Intelligence to find, size & screen your next big Innovation in weeks, rather than months.

Sapna Moulick
(Ipsos APEC GenAI Solutions Lead, Vietnam Group Service Line Leader – Innovation + Market Strategy & Understanding)

Synthetic Users, Real Impact

Leverage the power of synthetic data to turbocharge product testing – 50% faster, 20-60% cheaper & 100% reliable.

Dr. Nikolai Reynolds
(Ipsos Global Head of Product Testing service)

Unleash Creativity: Elevate Effectiveness with AI

Discover how AI can support you in enhancing advertising effectiveness by focusing on improving brand metrics and creative judgment.

Rathindra Das
(Ipsos Vietnam Brand Health Tracking Service Lead)

Empowering Decisions Through the Fusion of AI & Human Insight

Get a glimpse of Ipsos's best in class online research platform – Ipsos Digital that offers agile, scalable, and cost-effective research solutions that cater to a diverse range of business needs.

Andrei Postoaca
(Ipsos Global CEO of Ipsos.Digital)

Fire Chat: Tips for Success with AI Research

Join our Guest as she shares firsthand AI project experiences, discussing practical challenges and achievements. Gain practical tips for navigating the evolving AI landscape for impactful business results.

Q&A: Ipsos experts provide answers to your top questions

Moderator: Ngan Ly
(Ipsos Vietnam Chief Client Officer)
Guest: Hang Le (Kimberly Clark – Southeast Asia Marketing Director, Vietnam Digital and Social Commerce + AFC Marketing Head)
Panel: Ipsos experts



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