

The value of insights

The Insight Forum is an exclusive community for clients-side insights & analytics senior leaders. This gathering will take place as a part of WFA's Global Marketer Week. In this session, the Forum will focus on demonstrating the return on investment of insights within the business and the commercial impact of insights. The session will be held under the Chatham House rule.

When: Wednesday May 15 9:30am – 3pm EST
Where: Park Hyatt, 4 Avenue Rd, Toronto, ON M5R 2E8
Questions/register: events@wfanet.org

Registered attendees include



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Insight Forum

Wednesday May 15 9:30am – 3pm EST Park Hyatt, Toronto

Agenda

9:30	Networking Coffee
10:00	Welcome & Introduction Welcome and introduction. Ioana Danila (Senior Manager, Global Insights at WFA) will share updates from WFA's recent work.
10:30	Measuring the ROI of the Insights function Guest speaker J. Walker Smith (Global Knowledge Lead, Kantar) will share with WFA members examples of how clients could demonstrate the value of Insights to key stakeholders and getting more visibility and recognition across the organisation. A WFA member (TBC) will be focusing on optimal strategies for demonstrating the ROI of insights within their organisation. Inspired by the case studies, all members will engage in a unique workshop , designed to identify successful strategies for measuring and improving the ROI of the insights function, eventually demonstrating the value of insights to stakeholders.
12:30	Leadership lunch
13:30	Insights into action: Delivering impact with insights James Johnstone (Global Head of Insights, Shell) will present on the commercial impact of insights, with focus on attitudinal driven marketing and linking attitudinal segments to activation via media/loyalty programs. Finally, all participants to join a round-table discussion , facilitating peer-to-peer knowledge exchange on embedding insights in the business beyond marketing KPIs: commercial insights to optimize market understanding, inform strategic decision-making, and enhance competitive positioning.
15:00	Close
19:00	VIP Insight Forum Dinner @ SKYLIGHT Toronto Invite-only, contact Ioana i.danila@wfanet.org for details

