

Press Release

Research & Results 2019 — Innovation Area Topics Released

Munich, 19 September 2019

Artificial Intelligence and Agile Research are the buzzwords of the Innovation Area 2019. 31 quick-fire presentations in this open forum look into the future of the industry for the third time this year, and the agenda is now out. The Innovation Area is only a small part of the extensive presentation programme at the Research & Results 2019. Indeed, the leading show for Research, Data and Insights offers no less than 150 free presentations: 112 workshops and – new this year – recruiting on the second day of the show, where selected employers from the industry introduce themselves. Admission to the show and all presentations is free of charge for visitors from the industry.

Valid survey results live in 15 minutes. Understanding consumers with agile video feedback. Earlier, faster, better. These are some of the topics that highlight the new pace in market research. Identifying target-group-specific influencers with AI and social data, making the invisible visible with Voice & Text Analytics and providing incentives with the cryptocurrency Facebook Libra are exposing new possibilities. But there is also always space in the Innovation Area for special things like giving brand claims a face with pantomime or "50 Shades of Empathy — How to Empathize Internationally". You will find the full agenda for the Innovation Area at <https://www.research-results.com/trade-show/innovation-area/index.html>

We are expecting 190 exhibitors and around 3,300 visitors to the show again this year.

You can find the workshop programme at <https://www.research-results.com/trade-show/workshops/index.html>

The list of exhibitors with their company profiles and a comprehensive search function can be found at <https://www.research-results.com/trade-show/list-of-exhibitors/index.html>

Interested exhibitors will find registration forms and other information at www.research-results.com/trade-show/exhibitor-information/index.html

Photos are available in the "Press" section on the website www.research-results.com/press Additional photos and larger image formats on request.

Research & Results 2019:

Dates: 23 and 24 October 2019 in the MOC Munich

Admission: free, registration at www.research-results.com

Some facts about the show: Reitmeier Input Management Services GmbH, based in Munich and Waiblingen, has been putting on "Research & Results – the Market Research Show" since 2006. The exhibitors include agencies, viewing facilities, software providers, field researchers and data specialists. Reitmeier also publishes the special interest magazine "Research & Results". The company's managing directors are Hans Reitmeier, Heinrich Fischer and Martin Sippel. Go to the press section of www.research-results.com for more information.

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