

IMMERSION

OCTOBER 12-13 • W BOSTON

WHAT IS IMMERSION?

- In-depth, hands-on introduction to scholarly research
- Led by premier researchers and professors from top business schools around the world
- 1 ½ day conference structured around a series of academic modules
- Network with and learn from other practitioners from across industries and roles



TOPICS AND PRESENTATIONS

- Presentations address a broad range of topics and are designed to be broadly applicable across industries and roles and suitable to a variety of levels of experience and expertise
- Speakers present both qualitative and quantitative approaches
- Past presentations have included:
 - Creating Value with Big Data Analytics
 - Rethinking the Consumer Journey Using the Behavioral Science Lens
 - Leveraging Network Homophily to Drive Sales and Profits
 - Branding and Differentiating in a World of Increasing Uniformity
 - Consumer-Generated Content as Fuel for Marketing Insights



WHO IS IMMERSION FOR?

- Attendees must be nominated by one of their company's trustees
- Member companies are invited to nominate up to five attendees
- Attendees should be "rising stars"
 - Intellectually curious
 - Enjoy challenges
 - Driven to learn more and expand their role
 - New trustees or potential future trustees



WHY SEND A GROUP TO IMMERSION?

WAYS TO USE IMMERSION AT YOUR ORGANIZATION:

- Send a group as a part of team development
- Use Immersion as a form of internal recognition
- Ask attendees to report back to the organization on the topics covered
- Bring cross-functional teams together at Immersion

WHAT ATTENDEES WILL GET:

- A new perspective on how to apply academic research and frameworks to their marketing
- A cohort of peers from non-competing companies to tap into for benchmarking after the event
- An understanding of how to use the benefits available, including research and the expert network, through your company's MSI membership

SAMPLE OF 2016 ATTENDEES

Senior Manager, Market Research
Research Analyst
Consumer Insights Manager
IMC and Digital Insights Group Manager
Associate Manager, Consumer Insights
Manager, Global Business Analytics
Director, Customer Advocacy
Global Product Manager
Marketing Consultant
Associate Brand Manger
Brand Strategy and Operations Manager
Associate Marketing Consultant
Marketing Associate
Vice President, Digital Market Intelligence
Senior Director, Marketing & Data Sciences
Marketing Scientist
Director of National Market Research
Senior Consultant

AbbVie
CBS Interactive
Colgate-Palmolive Company
Colgate-Palmolive Company
Colgate-Palmolive Company
Colgate-Palmolive Company
Crimson Hexagon
DuPont Company
DuPont Company
Eli Lilly and Company
Eli Lilly and Company
Eli Lilly and Company
Eli Lilly and Company
GfK Group
GfK Group
GfK Group
Kaiser Permanente
Kaiser Permanente

Technical Leader, Behavioral Science
Senior Manager, Behavioral Science
Marketing Research Manager
Customer Strategy & Innovation Director
Consumer Insights Manager
Associate Analytics Manager
Senior Market Research Analyst
Manager, Market Place Analytics
Behavioral Science Shopper Leader
Retail Marketing Manager
Marketing Manager
Global Integrated Communications Manager
Senior Marketing Manager
Product Manager, New Product Development
Senior Vice President, Measurement/Business Analytics
Senior Vice President, Brand/Advertising Insights
Market Research Program Manager
Customer Insights & Analysis Manager

Kimberly-Clark Corporation
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Kimberly-Clark Corporation
Merck & Company, Inc.
MillerCoors
MillerCoors
Mylan
SC Johnson
The Procter & Gamble Company
The Vanguard Group
The Vanguard Group
United Parcel Service, Inc. (UPS)
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United Parcel Service, Inc. (UPS)
Wells Fargo & Company
Wells Fargo & Company
Wells Fargo & Company
Wells Fargo & Company



FROM PAST ATTENDEES

"Our people have universally found it to be an energizing and intellectually stimulating experience. They gain insight into some of the most current and thought-provoking research and findings delivered by a dynamic group of leading academics." —UPS

"There are two aspects I appreciate most: being able to connect with academia to better understand leading-edge learning and approaches that may one day come into industry use. And gaining external peer perspective on how similar or relevant challenges are being addressed (or not!) by Insights members in other industries." —Colgate-Palmolive

NOMINATE YOUR TEAM TODAY!

- October 12–13, 2017 • W Hotel, Boston, MA
 - *A welcome reception will be held on October 11*
- Member Registration Fee – \$1,050
- Submit your nominations by July 17, 2017

www.MSI.org/nominate

- [Click here](#) for additional information