

## **DAY 1, JUNE 30 – Life in Times of Covid, from Shopping Baskets to Digital Behaviour**

15.00-15.10: **Welcome** – Alina Serbanica, SORMA President and ESOMAR Representative for Romania

15.10-15.15: **Introduction: A Radiography of Life in the Time of Covid** – Oana Rengle, Moderator and Session Chair

15.15-15.35: **A Shopping Basket Radiography during the Pandemic** – Bogdana Gheorghe, Managing Director and Gabriela Carstoiu, Business Insights Manager, Retail Zoom Romania  
Presentation language: Romanian

15.35-15.55: **DIGITAL<sup>®</sup>EVOLUTION during the Pandemic** – Julien Zidaru, Managing Partner, Exact Business Solutions  
Presentation language: Romanian

15.55-16.15: **The aliens have landed!** – Siamack Salari, Research Fellow, Kings College London & Founder, Everydaylives Ltd.  
Presentation language: English

### **Q&A**

16.15-16.35: **Panel discussion (English): The future: what will stick & what will change?** How can the data and insights collected during the Spring of 2020 help us imagine the future?

## **DAY 2, JULY 01 – From Tears & Fears, When Do We Get to Cheers?**

16.00-16.10: **Welcome** – Alina Serbanica, SORMA President and ESOMAR representative for Romania

16.10-16.15: **Introduction: Forced into introspection: how what has changed inside does impact our behaviour outside** – Roxana Baci, MEDNET, Moderator and Session Chair

16.15-16.35: **How Normal is The New Normal?** – Ioana Bobe, Senior Qualitative Researcher, ISRA Center  
Presentation language: Romanian

16.35-16.55: **The Consumer Stress Score – ROCK-ing back after the big "O"** – Denisa Apreutesei, Head of Qualitative Research; Andrei Elvadeanu, Head of Market Strategy, iSense Solutions  
Presentation language: Romanian

16.55-17.15: **What to Expect? Peek into the future by looking at people's plans for using financial products** – Ioan Simu, General Manager, Mercury Research

Presentation language: Romanian

## **Q&A**

17.15-17.35: **Panel discussion (Romanian): What's the distance between what we feel, say and do? Are changes here to stay? Or it's just a spot reaction to fear?**

## **DAY 3, JULY 02 – The New Rules of Advertising and Branding in the post-Covid era**

10.00-10.10: **Welcome** – Alina Serbanica, SORMA President and ESOMAR representative for Romania

10.10-10.15: **Introduction: We all communicate but few establish relationships. Is "*Simple but memorable communication is a real art*" still relevant?** – Loredana Iacob, Moderator and Session Chair

10.15-10.35: **Searching for the right balance between old and new in communication. How can brands remain familiar while forced into renewal in uncertain times** - Veronica Ungureanu, Creative Excellence Leader, Ipsos Romania  
Presentation language: Romanian

10.35-10.55: **Tune in to roar out** – Andra Constantinescu, Creative Domain Lead, Insights Division, Kantar  
Presentation language: Romanian

10.55-11.15: **Marketing after COVID. Next 12 months!** – Victor Rotariu, Head of Strategy, Insights, Content, WaveMaker, GroupM  
Presentation language: Romanian

## **Q&A**

11.15-11.35: **Panel discussion (Romanian): What are the challenges of brands but also of market research agencies to adapt to The New Rules of Advertising and Branding in the post-Covid era?**