SEBA 2017
Sentiment, Emotional & Behavioral Analytics
to Boost Brand & Customer Insights
July 17-18, 2017 • Marine’s Memorial Club • San Francisco, CA

This event is CO-LOCATED with our AI in Marketing Symposium, July 18-19
Attend BOTH for best value!

#IENSEBA2017
What do people really think about your brand? How are they influencing what others think about your brand? How can you effectively measure opinions, intentions and emotions to boost customer insights?

IEN’s SEBA conference will help you answer these questions as it bridges the gap between technical research with real-world corporate research and analysis into sentiment, emotions and behaviors. We’ve assembled a panel of all-stars from both sides of the industry for an inspiring mix of technical and practical talks to take your customer insights and analytics to the next level!

For example, you’ll hear:
• Leading text and sentiment analysis experts summarize and discuss the very latest developments in these areas
• Brands such as IBM, The Clorox Company, Zenefits and MGM Resorts delve into how they obtain and analyze social media insights into customer opinions
• Leading practitioners from Pinterest, U.S. Bank, Visa and Walmart Global eCommerce discuss how they’re using AI-enabled technologies, advanced customer review analysis, and operationalizing data results for improved products and UX
• Developments in psychophysiology and analysis of emotion: leveraging the feelings that make people buy
• Details on influencer analysis and management: who to focus on, what to do
• Verizon Analytics Manager Jonathan Schwedel on the efficacy of social listening tools
• All about the ability of chatbots and AI-enabled customer conversations to glean customer insights

…and much more!

PLUS: Stay just one extra day and take advantage of attending the AI in Marketing Symposium

We look forward to seeing you in San Francisco for an exciting 3 days of a unique learning and networking experience!

Top Reasons to Attend

• What are the very latest developments in sentiment analysis? Hear from the leading minds in the space!
• Hear from Facebook’s Yini Guo about a study on consumer need states and mindsets towards Instagram and Magazine
• Discover how to prioritize high-value negative sentiments for action
• Hear from leading brands about analysis of twitter and the major social platforms: how are they conducting their analyses and what are they doing with the information?
• Capitalize on practitioner insights into using machine learning in giving customer recommendations
• Learn how much a bad review is really worth
• Unleash the power of marketing that evokes secondary feelings such as pride, love, and confidence
• Assess the influence of metaphors and why they matter in communication
• In the “year of the chatbot,” determine how these technologies can be used in customer communications
• Evaluate if social listening tools are measuring what they’re supposed to
• Network with practitioners from leading brands, and expert technologists and researchers in the fields of emotion, sentiment and behavioral analytics

Lori Medlen
President and CEO
Insight Exchange Network, LLC

www.insightxnetwork.com
Day One

July 17, 2017

7:30-8:15
Continental Breakfast and Conference Registration

8:15-8:30
Chairperson's Opening Remarks

8:30-9:00
Opening Keynote Address

9:00-10:00
Executive Roundtable: Latest Insights and Developments in Choosing and Incorporating Methods for Measuring Sentiment and Emotions
- Exploring the latest technological advances
- Marrying sentiment analysis to other types of data
- Integrating academic research into application for industry
- Using the right tool for the right question
- Integration of physiological with psychological testing and MR quant measures
- Getting "actionable results"
- Understanding how different stimuli may produce different physiological responses
- Understanding the algorithms behind the analysis
- Developing algorithms to adapt to varying circumstances
- Integrating text and predictive analysis to determine customer intent
- Multi-lingual analysis: where are we?
- Deep text
- Prioritizing high-value negative sentiment for action
- Assessing algorithmic biases
- Integrating context
- Finding the right taxonomy beyond positive or negative sentiment

Moderator:
Steve Genco
INTUITIVE CONSUMER INSIGHTS

Panelists:
Tom Anderson
ODINTEXT
Michelle Niedziela, Ph.D., Scientific Director
HCD RESEARCH
Additional panelists to be announced

10:00-10:30
Networking Break and Visit Exhibits

10:30-11:15
Executive Roundtable: Social Media Analytics for Customer Sentiment Insight
- Visual analysis: Snapchat, Instagram and more
- Twitter analytics for public opinion insight
- Analysis of big social platforms: Facebook, Pinterest and others
- Can you effectively analyze data from emojis?
- Determining where your brand is appearing
- What can you really learn from "social listening"?
- Scouring for counterfeit information

Moderator:
To be announced

Panelists:
James Newswanger, Ph.D., Senior Research Manager, Social Analytics
IBM Distinguished Market, Intelligence Professional
IBM
Kesha Patel, Group Manager, Web Analytics
THE CLOROX COMPANY
Peter Fishman, VP Analytics
ZENEFITS
Paul Her-Strum, Director of Content Optimization
MGM RESORTS INTERNATIONAL

11:15-12:15
Practitioners' Panel: Capitalizing on Customer and Brand Sentiment and Insight Analysis to Drive Results
- Using machine learning to give customer recommendations
  - Using text analytics, NLP, graph walks and vector embedding
- Integrating online review sites' information to improve customer experience
  - Why online review sites matter most
  - How reviews influence SEO and sales
  - How to claim and manage pages
- Leveraging social data to assign sentiment and relevance and tie into net promoter score
- How much is a bad review really worth?
- What can be done with a bad review? Root cause analyses and wow-ing customers
- Which reviews to take seriously, which can be ignored, and which demand a new product/cx be built
- How do companies use NPS as operational and product goal?
- Change in NPS and its attribution?
- Sentiment analysis at product level.
- Noise vs. Signal detection in survey data.

Moderator:
To be announced

Panelists:
Brian Johnson, Head of Knowledge
PINTEREST
Troy Janisch, Director, Social Intelligence
U.S BANK
Ramkumar Ravichandran, Director, Analytics and A/B Testing
VISA
Harsh Gupta, Director, Voice of Customer
WALMART GLOBAL ECOMMERCE

12:15-1:30
Luncheon for all attendees
### Track A

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:30-2:15</td>
<td><strong>Developments in Psychophysiology and Analysis of Emotion:</strong> Leveraging the Feelings that Make People Buy</td>
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**Moderator:**
Paul Conner, Founder & CEO  
**Panelists:**
Dr. Michael Smith, VP, Consumer Neuroscience  
Matthew Tullman, Co-founder and CEO

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<tbody>
<tr>
<td>2:15-3:30</td>
<td><strong>Beyond Sentiment: The Marketing Advantage of Discrete Secondary Feelings</strong></td>
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Marketing that evokes discrete secondary feelings (e.g., pride, love, confidence), rather than just positive or negative sentiment, or even primary emotions (e.g., general happiness), can make a big difference in influencing consumer behavior. This session differentiates various levels of “affect” (e.g., sentiment, primary emotions, and secondary feelings), shows the advantages of marketing more discretely, and describes research techniques that can help marketers assess and leverage the explicit and implicit power of discrete secondary feelings.

**Audience Takeaways:**
- Understand the difference between different types of affect, including sentiment.
- See how discrete secondary feelings can make a difference in influencing consumer behavior, beyond sentiment or primary emotions.
- Learn how implicit research techniques can reveal discrete secondary feelings, where sentiment analysis and other consumer neuroscience techniques (e.g., EEG, fMRI, biometrics, facial coding) are limited.
- Realize that “sentiment” can be effectively expanded when other techniques are considered and used.

Paul Conner, Founder & CEO  
**EMOTIVE ANALYTICS**

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<tr>
<td>3:30-4:00</td>
<td><strong>Networking Break and Visit Exhibits</strong></td>
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<tr>
<td>4:00-4:30</td>
<td><strong>Metaphors Matter!</strong></td>
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Key insights about the human mind that every marketer should know about—in particular, the role of emotion, metaphor and related issues such as framing and archetypes. Learn why and how metaphors matter in communication and innovation, including sample dos and don’ts.

Katja (Bressette) Cahoon, Founder  
**BEACON INSIGHT GROUP**

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<tbody>
<tr>
<td>4:30-5:15</td>
<td><strong>Topic To Be Announced</strong></td>
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<th>Time</th>
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<tbody>
<tr>
<td>5:15-6:15</td>
<td><strong>Cocktail Hour</strong></td>
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### Track B

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<tr>
<td>2:15-3:30</td>
<td><strong>Assessing and Managing Brand Reputation in a World of Fake News, Dark Social, and the United and Pepsi Fiascos</strong></td>
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**Audience Takeaways:**
- Why the increase in fake news?
- What can be the effect of fake news on corporations?
- Crisis response: what works, what doesn’t
- Crisis preparation: Don’t pretend it won’t happen to you!
- Corporate reputation assessment
- Prioritizing which events and communications will really affect your brand and reputation

**Moderator:**
To be announced

**Panelists:**
Eric DeRitis, Sr. Director, Executive Communications  
**SEAGATE**
Dave Reddy, EVP, Earned Media Strategy  
**WEBER SHANDWICK AND CREATION**

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<td><strong>Using Artificial Intelligence to Automatically Detect Personality from Facial Images</strong></td>
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This talk will explore how recent breakthroughs in computer vision are allowing us to uncover the hidden relationship between our faces and minds, and what this development could mean for business, privacy and public policy.

Poruz Khambatta  
**STANFORD GRADUATE SCHOOL OF BUSINESS**

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<td><strong>Social Listening Tools: Are they Measuring What They Should be Measuring?</strong></td>
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Many brands analyze share of voice using social listening tools. Are these efforts actually measuring what they intend to? This talk will look at using Twitter metadata about the apps used for posting content, which shows strong predictive power for distinguishing genuine earned user content from spam, and other non-user content like news and owned content.

Jonathan Schwedel, Analytics Manager  
**VERIZON**

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www.insightxnetwork.com
Day Two  
July 18, 2017

7:30-8:30  
Continental Breakfast

8:30-8:40  
Chairperson’s Recap of Day One  
Chairperson TBA

8:40-9:15  
Day Two Keynote Address: Brainfluence Persuasion: Selling to The Unconscious Mind

Roger Dooley is the author of Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing, and writes the popular blog Neuromarketing as well as Brainy Marketing at Forbes.com. He is the founder of Dooley Direct, a marketing consultancy, and co-founded College Confidential, the leading college-bound website. He’s been a serial entrepreneur since he left a senior strategy position at a Fortune 1000 company to enter the then-nascent home computer market.

Roger Dooley  
DOOLEY DIRECT

9:15-10:00  
Facebook Case study: Consumer Need States and Mindsets Towards Instagram and Magazine

Facebook’s Yini Guo discusses a study on consumer need states and mindsets towards Instagram and Magazine using an implicit testing component to understand consumers’ emotional association with the two platforms, as well as a comprehensive maxdiff survey and modeling to understand what drives users’ media selection and content consumption. Instagram internal behavior data will add color to Yini’s talk—don’t miss it!

Yini Guo, Consumer Insights Research  
FACEBOOK

10:00-10:15  
Break and hotel check out

10:15-11:00  
To Be Announced

11:00-12:00  
Identifying Customer Emotions in Conversations with Chatbots and Virtual Assistants

In this session, we’ll explore how well chatbots and virtual assistants can “listen” to customers, and what insights can be gleaned from them. In addition, we’ll explore how affect detection in these systems are local and cultural and how this influences conversational AI performance.

· Capturing and embedding emotion in chatbots  
· Personalization patterns for a chatbot  
· Psychographic cohort analysis using chatbots

Presenters:

Kanishk Priyadarshi, AI & Cognitive IoT Innovation  
IBM

Mark Stephen Meadows, Founder & CEO  
BOTANIC.IO

Bruce Wilcox, Director of Natural Language Strategy  
JUST ANSWER

12:00  
Registration for the “AI in Marketing Symposium”  
Lunch for SEBA speakers and attendees

Who Should Attend

· From Leading Brands--Heads and Directors of:  
  · Branding  
  · Marketing (CMOs and others)  
  · Customer Insights and Experience  
  · Market Research  
  · PR and Advertising  
  · CX  
  · Data Science and Analytics  
  · Innovation  
  · New Product Development  
  · Neuromarketing  
  · Behavioral Analytics  
  · Sentiment Analysis  
  · Advertising, Market Research and PR Firms  
  · Technology Innovators  
  · Academics

I really appreciate that you didn’t make this an expo or trade show. Our time is valuable, and you get that.

Danielle Armstrong  
ATRIA

It’s been a great opportunity to share operational insights, successes, and struggles with like-minded individuals. The information and format of the program were very enlightening.

Conor O’Brien  
GAP INC.

Great networking and sharing of knowledge.

Hoon Kim  
AIRBNB

I look forward to developing the relationships formed, and would like to thank IEN for hosting.

Glenn Rush  
BUILD.COM
Sponsorship and Exhibit Opportunities

Insight Exchange Network, LLC ("IEN") has a limited number of sponsorship opportunities in a variety of packages to help you get your message out to attendees. Sponsorship pricing is based on packages and start at low out-of-pocket. We can customize a variety of solutions to provide you with the best possible network opportunity.

For more information, contact Corinne Smart at 704-649-3860 or email Corinne@insightxnetwork.com

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<tr>
<td>Standard Early Bird</td>
<td>$1195</td>
<td>$1515</td>
<td>Ends May 31, 2017</td>
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<td>Standard</td>
<td>$1495</td>
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<td>Non-profit, start-up, Government Early Bird*</td>
<td>$715</td>
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Team Discounts

- Three Delegates will receive a 10% DISCOUNT
- Four Delegates will receive a 15% DISCOUNT
- Five Delegates or More will receive a 20% DISCOUNT

Please call Corinne Smart to make your group reservation at 704-649-3860 or email Corinne@insightxnetwork.com

Refunds and Cancellations: For information on refunds and cancellations please visit our website: www.insightxnetwork.com

** If you’re a corporate marketer or researcher/analyst whose company does not provide marketing services, or an academic or from a non-profit, you can take advantage of a discount on the regular full conference pass rate. You will be required to show proof of your academic, or non-profit status.

Venue

Marines’ Memorial Club & Hotel
609 Sutter Street
San Francisco, CA 94102
(415) 673-6672
www.marineclub.com

ABOUT THE MARINE’S MEMORIAL CLUB & HOTEL
Dedicated as a living memorial to the U.S. Marines who served in the Pacific during World War II, Marines’ Memorial Club & Hotel is a leader in San Francisco Union Square hotels. A landmark since 1946, the hotel is located close to a bustling theater district in the heart of the city. Blending traditional décor and modern comforts, our classic 1920’s California Spanish Revival hotel offers an inviting atmosphere that is rich with history, honor and pride.

ABOUT IEN

IEN is focused on producing practical, actionable, and content-driven events. We personally interview literally hundreds of people in each conference’s topic area, discovering their on-the-job problems, issues and concerns. We then find the very best speakers to offer solution-driven content, as well as facilitating peer-to-peer networking at each event. Our events are not trade shows or expos, although we do offer partnership opportunities to select vendors. We’re focused on the attendee’s needs entirely.

www.insightxnetwork.com