

Qual360

Qual360 is the only global conference series dedicated to qualitative market research. With its 10 year history, Qual360 is a unique event catering to a strong global community of dedicated “Quallies”. Our strength lies in bringing together a unique mix of research professionals from international brand, leading agencies and independent industry experts.

Qual360 is all about networking, learning and creating new opportunities. Industry leaders join to discuss innovative research approaches, learn about the latest methodologies and how to leverage new types of insight. Each conference agenda is steered by an independent advisory board that reviews all speaking proposals, ensuring the highest possible quality.

Stella Kanatouri, from Toluna will be speaking about agile research in times when business resilience and agility are essential:

- Discussing the evolving digital palette and adoption of qualitative market research tools
- From scattered digital tools towards a seamless and comprehensive platform to meet diverse research demands
- Introducing the Toluna Start Qual platform, which combines multiple research activity options in one, highly intuitive researcher toolkit

Beginn:

Wednesday, February 8, 2023, 9:00 AM Uhr

Ende:

Thursday, February 9, 2023, 6:00 PM Uhr

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