



Workshop on “Using Market Research to Develop Effective IPR Campaigns”

Day One – Tackling ongoing and emerging piracy activities

Time	Programme	Venue
0830	Registration	Ballroom 1
0900	Opening Ceremony – Welcome Address 1. Mr Sivakant Tiwari, Chair of APEC Intellectual Property Rights Experts' Group 2. Ms Chan Lai Fung, Permanent Secretary, Ministry of Law	Ballroom 1
0915	Theme 1: Traditional Forms of Piracy vs Emerging Forms of Piracy – The Worldwide Phenomenon Moderator: Mr Sivakant Tiwari, Chair of APEC Intellectual Property Rights Experts' Group (5 mins) Speakers: 1. Mr Denis Croze, Acting Director-Advisor, Copyright & Related Rights Sector, World Intellectual Property Organization, Switzerland 2. Mr Fabrice Mattei, Managing Director, Rouse & Co International, Thailand 3. Mr Tim Dwyer, Senior Anti-piracy Investigator, Microsoft Singapore (20 mins per speaker)	Ballroom 1
1010	Q & A	Ballroom 1
1020	Tea-Break	Foyer
1035	Theme 2 part 1: Online Counterfeiting and Piracy – New Challenges, New Strategies from the Perspective of Business Entities Moderator: Mr Viktor Cheng, Senior Assistant Director-General, Infrastructure and Capability Development Division, Intellectual Property Office of Singapore (5 mins) Speakers: 1. Mr Wong Siew Hong, Director, Infinitus Law Corporation, Singapore 2. Ms Yen Ong, General Manager (Asia), Soundbuzz Pte Ltd, Singapore 3. Mr Steven Liew, Director and Legal Counsel, Government Relations, eBay, Asia Pacific Region (20 mins per speaker)	Ballroom 1
1140	Q & A	Ballroom 1
1200	Lunch	Ballroom 2
1315	Theme 2 Part 2: Online piracy – New Challenges, New Impact from the Perspective of Industry Associations Moderator: Ms Helen Daniels, Assistant Secretary, Copyright Law Branch, Attorney-General's Department, Australia (5 mins) Speakers: 1. Mr Cyril Chua, Entertainment Software Association [ESA], Singapore 2. Mr Ang Kwee Tiang, Regional Director (Asia-Pacific), International Confederation of Authors and Composers Societies [CISAC], Singapore (20 mins per speaker)	Ballroom 1
1400	Q & A	Ballroom 1



Time	Programme	Venue
1415	<p>Theme 2 Part 3: Online Piracy – New Challenges, New Policies from the Perspective of Government Policy-Makers</p> <p>Moderator: Mr Ian Goss, General Manager, Business Development and Strategy Group, IP Australia (5 mins)</p> <p>Speakers:</p> <ol style="list-style-type: none">1. Ms Pancy Fung, Assistant Director, Intellectual Property Department, Hong Kong, China2. Ms Helen Daniels, Assistant Secretary, Copyright Law Branch, Attorney-General's Department, Australia3. Mr Alvin Sim, Deputy Director, Legal Policy and International Affairs Department, Intellectual Property Office of Singapore <p>(20 mins per speaker)</p>	Ballroom 1
1520	Q & A	Ballroom 1
1535	Tea-Break	Foyer
1550	<p>Theme 3: Online piracy – Using Public Education and Awareness to Combat Online Piracy</p> <p>Moderator: Ms Liew Woon Yin, Director-General, Intellectual Property Office of Singapore (5 mins)</p> <p>Speakers:</p> <ol style="list-style-type: none">1. Ms Jennifer Chen, Deputy Director, Public Outreach Department, Intellectual Property Office of Singapore2. Ms Dongbi Kim, Deputy Director of the International Organization Team, Korea Intellectual Property Office3. Ms Marcela Orozco, Head of Intelligence, Direction of Intellectual Property Protection, Mexico <p>(20 mins per speaker)</p>	Ballroom 1
1655	Q & A	Ballroom 1
1710	End of Day One	
1830	Welcome Cocktail hosted by IPOS	The Vault



Day Two - Conducting effective market research on IPR awareness and sharing of best practices

Time	Programme	Venue
0900	<p>Review of the Project</p> <p>Speaker: Ms Jennifer Chen, Deputy Director, Public Outreach Department, Intellectual Property Office of Singapore (5 mins)</p>	Ballroom 1
0905	<p>Theme 4 : Using Market Research to Your Advantage</p> <p>Part 1: The Basics</p> <p>Speaker: Mr Peter Baldwin, Managing Director, Intercedent Asia, Singapore (1hr 15 mins)</p> <p><u>1. Introduction to Market Research</u> 1.1 In-house versus external research >> cost, expertise/experience, objectivity, etc 1.2 Preparing an RFP (request for proposal) >> issue, objectives, research plan, schedule, fee, etc 1.3 Selecting and working with research agencies >> experience, service level, software, industry expertise, etc</p> <p><u>2. Research Design</u> 2.1 Problem definition >> what is the problem, what is the cause, information required to solve, courses of action? 2.2 Framing research objectives >> hypotheses, key questions, scope of research 2.3 Qualitative versus quantitative research >> role in-depth interviews, focus groups</p> <p><u>3. Basics on Sampling</u> 3.1 Reasons for sampling >> cost, speed, inability to access population, etc. 3.2 Types of sampling >> random (stratified, systematic, cluster), etc. others e.g. convenience, judgement ... 3.3 How to decide on a sample size</p>	Ballroom 1
1020	Tea-Break	Foyer
1050	<p>Theme 4 Part 2: Using Market Research to Your Advantage – Making Sense of Your Research</p> <p>Speaker: Mr Peter Baldwin, Managing Director, Intercedent Asia, Singapore (1 hr)</p> <p><u>4. Data Processing & Analysis</u> 4.1 Coding >> mutually exclusive, exhaustive , etc 4.2 Forms of tabulation >> cross tabulation 4.3 Data analysis & interpretation >> consistency, accuracy, completeness, eligibility > charts</p> <p><u>5. The Final Research Report</u> 5.1 Types of report >> format 5.2 Structure of report >> Executive Summary, Scope & Methodology (limitations), Findings, Conclusions, Recommendations 5.3 Presenting the Final Report >> audience: internal, press conference</p>	Ballroom 1
1150	Lunch	Ballroom 2
Time	Programme	Venue
1300	Breakout sessions – Theme 4 (Part 1)	
	Breakout 1 – Malacca Room	Breakout 2 – Sunda Room
	Embarking on A Research	Embarking on A Research
	1) Do you really need to conduct a	1) Do you really need to conduct a
		Breakout 3 – Karimata Room
		Embarking on A Research
		1) Do you really need to conduct a



	<p>research? 2) What problems are you solving?</p> <p>Engaging A Research Partner</p> <p>1) How do you write the specifications to engage a research partner/ agency? 2) Evaluating and choosing the right agency</p> <p>Asking Questions and Questionnaire Design</p> <p>1) What makes a good question 2) Asking sensitive or threatening questions 3) Basic classification questions 4) Developing a questionnaire</p> <p>Trainer: Mr Peter Baldwin</p> <p>Moderators: Ms Jennifer Chen & Mr Vjek Bradaric</p>	<p>research? 2) What problems are you solving?</p> <p>Engaging A Research Partner</p> <p>1) How do you write the specifications to engage a research partner/ agency? 2) Evaluating and choosing the right agency</p> <p>Asking Questions and Questionnaire Design</p> <p>1) What makes a good question 2) Asking sensitive or threatening questions 3) Basic classification questions 4) Developing a questionnaire</p> <p>Trainer: Ms Loh Poh Chin</p> <p>Moderators: Mr Peter Willimott & Ms Janet Law</p>	<p>research? 2) What problems are you solving?</p> <p>Engaging A Research Partner</p> <p>1) How do you write the specifications to engage a research partner/ agency? 2) Evaluating and choosing the right agency</p> <p>Asking Questions and Questionnaire Design</p> <p>1) What makes a good question 2) Asking sensitive or threatening questions 3) Basic classification questions 4) Developing a questionnaire</p> <p>Trainer: Mr Ross O'Brien</p> <p>Moderators: Mr Kevin Lim & Ms Jenny Wong</p>
1430	Tea-Break		Foyer
1500	Breakout Sessions - Theme 4 (Part 2)		
	Breakout 1 – Malacca Room	Breakout 2 – Sunda Room	Breakout 3 – Karimata Room
	<p>1. Types of research – Focused Group Discussion for B2B research</p> <p>2. B2B research</p> <p>1) How is B2B research different 2) Sampling issues 3) Response rates and access</p> <p>Trainer: Mr Peter Baldwin</p> <p>Moderators: Ms Jennifer Chen & Mr Vjek Bradaric</p>	<p>1. Types of research – Focused Group Discussion for B2B research</p> <p>2. B2B research</p> <p>1) How is B2B research different 2) Sampling issues 3) Response rates and access</p> <p>Trainer: Ms Loh Poh Chin</p> <p>Moderators: Mr Peter Willimott & Ms Janet Law</p>	<p>1. Types of research – Focused Group Discussion for B2B research</p> <p>2. B2B research</p> <p>1) How is B2B research different 2) Sampling issues 3) Response rates and access</p> <p>Trainer: Mr Ross O'Brien</p> <p>Moderators: Mr Kevin Lim & Ms Jenny Wong</p>
1630	<p>Theme 4 Roundup (Panel Discussion)</p> <p>Panellists: Mr Peter Baldwin, Managing Director, Intercedent Asia, Singapore Ms Loh Poh Chin, Research Associate, Intercedent Asia, Singapore / HK Mr Ross O'Brien, Managing Director, Intercedent Asia, HK Ms Jennifer Chen, Deputy Director, Public Outreach Department, Intellectual Property Office of Singapore Mr Vjek Bradaric, Assistant Director, Marketing & Customer Engagement, IP Australia Mr Peter Willimott, Director, Marketing & Customer Engagement, IP Australia Ms Janet Law, Manager, Marketing Division Intellectual Property Department, HKIPD Mr Kevin Lim, Deputy Director, Intellectual Property Office of Singapore Ms Jenny Wong, Head, Marketing Division, HKIPD</p> <p>Objective of this session is for the speakers and moderators to sum up the findings / data gathered from each break up as sharings for every economy.</p> <p>This session will be led by Intercedent Asia.</p> <p>Q&A</p>		Ballroom 1
1730	End of Day Two Workshop		
1830	Dinner hosted by IPOS, IP Australia and HKIPD		Le Baroque Alfresco



Day Three		
Time	Programme	Venue
0900	<p>Theme 5 Part 1: Market Research – The WIPO Experience</p> <p>Speaker: Mr John Tarpey, Acting Director of Public Outreach and Communications Division, WIPO (30 mins)</p>	Ballroom 1
0930	<p>Theme 5 Part 2: Market Research – APEC</p> <p>Pilot Research Findings Review of findings: 1. Developed vs Developing Economies 2. Latin America vs North America vs SE Asia</p> <p>Speaker : Mr Peter Baldwin, Managing Director, Intercedent Asia, Singapore (1 hour)</p>	Ballroom 1
1030	Q&A	
1045	Tea-Break	Foyer
1105	<p>Theme 5 Part 2: Market Research – The Pilot Economy Experience (Panel Discussion)</p> <p>Moderator: Mr Ian Goss, General Manager, Business Development and Strategy, IP Australia</p> <p>Review of current IP Public Education & Awareness research by attendee Economies (from Exploratory research) Speaker: Mr Peter Baldwin, Managing Director, Intercedent Asia, Singapore</p> <p>Sharing of experience by HKIPD – Designing Public Education & Awareness programmes for general public from research findings Speaker: Ms Jenny Wong, Head, Marketing Division, HKIPD</p> <p>Sharing of experience by IP Australia - Designing Public Education & Awareness programmes for the tertiary sector from research findings Speaker: Mr Peter Willimott, Director, Marketing & Customer Engagement, IP Australia</p> <p>Panelists: Canada, Chile, Mexico, Peru, the Philippines, Thailand, the USA & Vietnam</p> <p>(5 - 10mins per speaker)</p>	Ballroom 1
1230	Lunch	Ballroom 2
1330	Breakout Sessions - Theme 5 : The Local Experience	
	Breakout 1 – Malacca Room	Breakout 2 – Sunda Room
	Breakout 3 – Karimata Room	
	<p>Theme 5 - The Local Country-specific research issues</p> <p>All participants are encouraged to share their past PE&A programmes which may have incorporated findings from research (whether commissioned by their agency or published statistics from other departments)</p> <p>Trainer: Mr Peter Baldwin</p> <p>Moderators: Ms Jennifer Chen & Mr Vjek Bradaric</p>	<p>Theme 5 - The Local Country-specific research issues</p> <p>All participants are encouraged to share their past PE&A programmes which may have incorporated findings from research (whether commissioned by their agency or published statistics from other departments)</p> <p>Trainer: Ms Loh Poh Chin</p> <p>Moderators: Mr Peter Willimott & Ms Janet Law</p>
	<p>Theme 5 - The Local Country-specific research issues</p> <p>All participants are encouraged to share their past PE&A programmes which may have incorporated findings from research (whether commissioned by their agency or published statistics from other departments)</p> <p>Trainer: Mr Ross O'Brien</p> <p>Moderators: Mr Kevin Lim & Ms Jenny Wong</p>	
1500	Tea-Break	Foyer



Time	Programme	Venue
1515	<p>Theme 5 Roundup (Panel Discussion)</p> <p>Panellists: Mr Peter Baldwin, Managing Director Intercedent Asia, Singapore Ms Loh Poh Chin, Research Associate, Intercedent Asia, Singapore / HK Mr Ross O'Brien, Managing Director, Intercedent Asia, HK Ms Jennifer Chen, Deputy Director, Public Outreach Department, Intellectual Property Office of Singapore Mr Vjek Bradaric, Assistant Director, Marketing & Customer Engagement, IP Australia Mr Peter Willimott, Director, Marketing & Customer Engagement, IP Australia Ms Janet Law, Manager, Marketing Division Intellectual Property Department, HKIPD Mr Kevin Lim, Deputy Director, Intellectual Property Office of Singapore Ms Jenny Wong, Head, Marketing Division, HKIPD</p> <p>Objective of this session is for the speakers and moderators to sum up the findings / data gathered from each break up as sharings for every economy.</p> <p>This session will be led by Intercedent Asia.</p> <p>Q&A</p>	Ballroom 1
1600	<p>Theme 6: Heading into the future – Getting Prepared for More Challenges Ahead</p> <p>Speaker: Mr Matthew Forno, Director, International Cooperation, IP Australia (20 mins)</p> <p><i>Phase III</i></p>	Ballroom 1
1625	<p>Closing Ceremony – ‘Thank You’</p> <p>Ms Liew Woon Yin, Director-General, Intellectual Property Office of Singapore Ms Pancy Fung, Assistant Director, HKIPD Mr Ian Goss, General Manager, Business Development and Strategy Group, IP Australia</p>	Ballroom 1
1650	End of Day Three / Workshop	