

## PROGRAMME

### 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?