

PROGRAMME

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?**