



2026  
29-30 April  
San Francisco

## Why IIEX North America Is a High-Value Investment For Our Team

IIEX North America brings together senior insights, research, marketing, and analytics leaders to explore how insights drive smarter decisions, stronger strategies, and measurable business impact.

The event equips teams with practical frameworks, real-world case studies, and peer perspectives they can apply immediately whether they're scaling insights functions, modernizing research operations, or navigating rapid change across data, technology, and customer expectations.

Teams leave IIEX North America with a clearer understanding of where the industry is headed and concrete steps to turn insights into action across the organization.

### Event Details

#### Location: San Francisco

Anticipated Attendance: 1,000+ market research, insights, and analytics professionals

#### Top Registration Locations:

- Virginia
- New York
- California
- New Jersey
- Georgia

#### Audience Breakdown



Contact [iiexevents@greenbook.org](mailto:iiexevents@greenbook.org) for group discounts on registration!

#### Common Attendee Roles

- Brand-Side Business & Insights Leaders
- Insights Professionals (Brand & Supplier)
- Supplier-Side Business Leaders
- Marketing, CX, and Product Leaders
- Insights & Research Technology Startups

#### Speaking companies:

Google, Eli Lilly, Heineken, Walmart Data Ventures, Pfizer, Hall & Partners, Reach3 Insights, Alter Agents, Paradigm Sample, and many other leading brands and research innovators.

#### What Teams Will Gain

- Practical approaches to improving research efficiency and impact
- Frameworks for integrating insights into business and marketing strategy
- Real-world examples of how leading organizations apply insights at scale
- Perspectives on emerging methods, technologies, and skills shaping the future of insights
- Opportunities to build trusted peer relationships across the insights ecosystem