

2026

IIEX EUROPE

23-24 June
Amsterdam

Why IIEX Europe Is a High-Value Investment For Our Team

IIEX Europe brings together forward-thinking insights, research, marketing, and analytics leaders from across the region to explore how insights can drive smarter decisions, stronger strategies, and measurable business impact.

Over two days, teams gain access to practical frameworks, real-world case studies, and peer perspectives they can apply immediately whether they're scaling insights functions, integrating AI, or navigating rapid change across technology and consumer expectations.

Teams leave IIEX Europe with a clearer understanding of where the industry is heading and concrete steps to turn insights into action.

Event Details

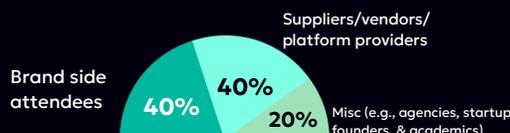
Location: Amsterdam

Anticipated Attendance: 500+ insights, analytics, and marketing professionals across Europe

Top Registration Locations:

- Amsterdam
- London
- Berlin
- Hamburg
- Rotterdam
- Paris

Audience Breakdown



Common Attendee Roles

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

Speaking companies:

Unilever, Mondelez, Danone, Mastercard, Air France KLM, TikTok, Haleon, Weleda, Miele, Tata Sons, Oura, Asahi Europe, Mail Metro Media, STRAT7, Human8, Neurons, SKIM, National Research Group, Zymetria, and other leading brands, agencies, and ResTech 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

 **Contact iiexevents@greenbook.org for group discounts on registration!**