Greenbook PRESENTS

# IIEX NORTH AMERICA

2027
27-28 April
Washington D.C.

# 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

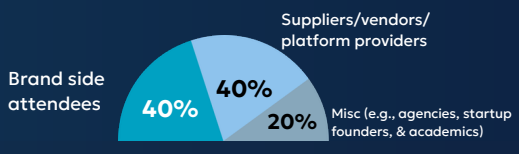
**Location: Washington D.C**

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

Top Registration Locations:

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

## Audience Breakdown




## 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:

Mastercard, Semrush, Amazon, Asana, Awe Horizons LLC, Mead Johnson, Pinterest

## 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!**