



MARCH 5-7, 2014 > NEW YORK CITY > USA



# NEUROMARKETING WORLD FORUM

WHERE YOUR BRAIN GETS DOWN TO BUSINESS



## READ MONTAGUE

HOW CONSUMERS VALUE YOUR PRODUCT



## PHIL BARDEN

MORE EFFECTIVE MARKETING  
THROUGH NEUROSCIENCE



## ANTONIO DAMASIO

SEDUCING THE SUBCONSCIOUS



## DANIEL B. YAROSH

WHY PEOPLE BUY COSMETICS



## ALE SMIDTS

PREDICTING CONSUMER CHOICE:  
FOCUS GROUPS VS. EEG VS. FMRI



## SAMIRA KHAMLICI

HOW NEUROMARKETING RESEARCH IMPROVED  
CLIENT COMMUNICATION ON A LARGE SCALE

## YOUR 1-STOP- NEUROMARKETING- SHOP:

- > Latest findings
- > Unique Keynotes
- > Newest Technologies
- > Top of the Industry
- > Neuro Market Place

## INCLUDING:

- > Seminar "Introduction to Neuromarketing"
- > ARF's Neuro 2.0 Project
- > Business Cases from Estée Lauder, Fox Sports & Wafacash
- > Neuromarketing Industry Leaders Meeting
- > The best Neuromarketing Networking in the World!

WWW.NEUROMARKETINGWORLDFORUM.COM



# NEUROMARKETING WORLD FORUM

## The world's leading conference in neuromarketing and neurobusiness

Neuromarketing helps understanding one of the most important issues that modern businesses face – that of understanding what drives consumers' attitudes and behavior.

The insights gained from Neuroscience can be applied to a wide range of marketing activities, marketing research, product development, online campaigns, branding and advertising.

The Neuromarketing World Forum merges professionals from over 30 countries and provides a stage that encourages learning and collaboration.

We are looking forward to having you join us at the Neuromarketing World Forum 2014. Subscribe today and start gaining an advantage over your competition.

## SOCIAL EVENTS

### **Tuesday March 4th**

Opening Cocktail 7-9 pm

### **Wednesday March 5, 2014**

Join us on March 5th for dinner and conversation at one of Manhattan's most popular restaurants.

### **Thursday March 6, 2014**

Scenic Dinner Cruise



On March 6th we will embark on a dinner cruise on the Hudson and East Rivers. Take in New York's most famous landmarks by night as we sail around the Statue of Liberty, Ellis Island, and Brooklyn Bridge, all while wining, dining, and meeting new colleagues.

## REGISTER NOW!

## NEURO MARKET PLACE

- > Learn about the newest neuromarketing technologies from the vendors themselves
- > Shop for an appropriate vendor in our interactive marketplace
- > Participate or listen in 5-minute elevator pitches (pitching is subject to availability)

**A note to vendors** – this is your time to shine. Come equipped with posters that explain your technologies or approaches and pitch prospective new clients.

**More information:** [office@nmsba.com](mailto:office@nmsba.com)



## WHY SHOULD YOU ATTEND?

Join us for a one-of-a-kind event that brings together leading:

- > Marketing directors / CMOs
- > Managers of Consumer Insights
- > Market researchers
- > Neuroscientists
- > Neuromarketers
- > Media Executives

and anyone with a professional interest in neuromarketing

Join professionals from over 30 countries and build an impressive international network.

Visit [www.neuromarketingworldforum.com/register](http://www.neuromarketingworldforum.com/register)

## SCHEDULE: MARCH 5, 2014

12pm - 5pm

### NEUROMARKETING INDUSTRY LEADERS MEETING

#### Round Table for Neuromarketing CEO's

The only annual opportunity to discuss important topics with your global peer industry CEO's to move the industry forward together.

Including Round Table Discussions (subject to availability) on:

- > Corporate Accreditation
- > Ethics of Neuromarketing
- > Bringing Neuroscience Mainstream
- > Commercialization of Neuromarketing Research
- > Topics on Education
- > International Cooperation
- > The Role of the NMSBA
- > Knowledge Sharing

With Richard Silberstein, Gemma Calvert, Rafal Ohme, Martin de Munnik, Carla Nagel, Leon Zurawicki, Mirjam Broekhoff and Elissa Moses.

OR

9am - 5pm

### PRE-CONFERENCE SEMINAR

#### 'Introduction to Neuromarketing'

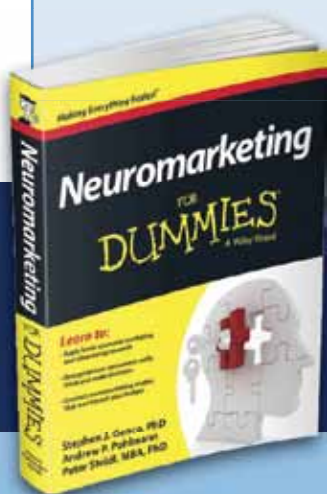
This full-day seminar is designed to give you the tools needed to understand and leverage neuromarketing in your business or organization

#### Agenda

- > Introduction to the intuitive consumer
- > The brain machinery behind consumer response
- > Re-envisioning consumer choice
- > Understanding neuromarketing methodologies
- > Improving brand equity
- > TV ad effectiveness redefined
- > Attention and emotional cues applied in retail

This all-day seminar will help you connect the dots between science and practice!

Presented by Steve Genco, Andrew Pohlmann, Phil Barden, Stephen Sands, Thomas Ramsøy



As a takeaway, each attendee of the seminar "Introduction to Neuromarketing" will receive a free copy of Neuromarketing for Dummies, and a workbook containing class materials and study notes.

## SCHEDULE: MARCH 6, 2014

09:15 **Welcome to New York!**

**Carla Nagel**, Executive Director of the NMSBA  
Master of Ceremonies **Pranav Yadav**, CEO of Neuro-Insight US

09:25 **How Consumers value your Product**

- > How brand value is perceived
  - > What brain imaging tells us about brands, products and arts
- Read Montague**, Director, Human Neuroimaging Laboratory, Virginia Tech Carilion Institute

10:05 **5 Reasons Market Researches Should be Worried & 5 Ways Neuromarketing Can Help**

- > What's wrong with traditional market research?
  - > What defines intuitive consumers, and why are they hard to measure?
  - > Subconscious cognitive mechanisms used by consumers
- Steve Genco**, Author of Neuromarketing for Dummies (Wiley, 2013)

10:40 **Combining Objective and Subjective Information**

- > Ways to integrate data quantitatively and reliably
  - > The complementary insight on EEG and Survey methodology
  - > Applying findings to TV ads
- Mathieu Bertin**, Director of Business Process Management, Synergy Marketing, Inc., R&D Group, Japan

11:15 Coffee Break

11:45 **Neural Pathways and the Path to Purchase**

- > Today's consumers in the landscape of online, TV, social and print.
  - > Avoiding loss of synergy in the multimedia messaging
  - > How do we create the strongest imprint on long-term memory?
- Richard Silberstein**, Chairman, Neuro-Insight, Elected President of the NMSBA

12:20 **Neuro Talent of the Year**

3 nominated students pitch their work

12:50 Lunch Break

### CASE STUDIES AND BUSINESS APPLICATIONS

2:00 **Neuromarketing applied to Cosmetics at Estée Lauder**

- > Historical cues for fertility and attractiveness shape an industry
  - > Understanding the purchase drivers for men and women, and how they impact the entire product experience
  - > Neurobiology is revealing how the brain is structured and how it makes decisions
- Daniel B. Yarosh**, Senior Vice President of Basic Science, Estée Lauder

2:35 **FOX Sport's Successful Innovation Around Changing Behavior**

- > Neuroscience as driver to anticipate customers' needs
  - > Picture-in-picture advertising as answer to commercial-skipping
  - > Added value for viewers and advertisers
- Carl Marci**, Chief Science Officer, Innerscope Research  
**Peter Leimbach**, VP Sales Research, FOX Sports

3:10 Coffee Break

3:40 **The Growth and Effectiveness of Automated Facial Coding**

- > Quantifying Emotions in Advertising
  - > Facial responses as a unobtrusive way to measure emotion
  - > Optimize ad effectiveness
- Rana El Kaliouby**, Chief Science Officer and Co-Founder, Affectiva  
**Graham Page**, Vice President of Consumer Neuroscience, Millward Brown

4:15 **How a Famous Bank Reinvented Communicating with Millions of Customers**

- > Analyzing the sound waves of their voices
  - > Interpreting their facial expressions
  - > Deploying a scientific persuasion model
- Christophe Morin**, CEO of SalesBrain  
**Samira Khamlichi** General Manager, Wafacash

# SCHEDULE: MARCH 7, 2014

09:00 **Welcome by Master of Ceremonies of the Day**  
**Carl Marci**, Chief Science Officer, Innerscope Research

## ARF'S NEURO 2.0 PROJECT

09:05 **ARF Neuro 2.0**  
> Ad Testing with Multiple Neuro Methods and Linkage to In-Market Performance  
**Elissa Moses**, EVP Neuroscience and Emotion, IPSOS

09:10 **Background on the Project**  
> Ad evaluation in light of in market results provided by the client sponsor consortium  
**Horst Stipp**, EVP Global Business Strategy, ARF

09:30 **Tools and Experimental Design**  
> What are the tools and how is the experimental design constructed?  
**Angelika Dimoka**, Director of the Center for Neural Decision Making / Temple University

9:50 **Results: Do Neuro Methods Predict As Response**  
> The challenge of modeling the data against in-market results  
**Russell Winer**, Stern School of Business, New York University

10:10 **Q&A by the Audience and Coffee Break**

## BREAK OUT SESSIONS

Choose from two distinct tracks or to switch between individual sessions to suit your interests.

### MARKETERS & ADVERTISERS

10:55 **More Effective Marketing Through Neuroscience**  
> Perceived Value Redefined  
> Optimizing the path of Purchase  
> From positioning to touch points  
**Phil Barden**, Decode Marketing Ltd.

11:30 **How Neuroscience Can Empower (and Inspire) Marketing**  
Speaker to be announced

12:05 Lunch Break

1:05 **Secrets & Lies:**  
**Unconscious Consumer Motivations**  
> Hidden motivations and top values  
> Secret brand crushes and grudges  
**Chip Walker**, Young & Rubicam

1:40 **8 Neuro principles for making your ad a winner**  
> Common themes or rules to the world's best ads  
> What emotions lead to what awards?  
**Mihkel Jäätma**, Realeyes

## NEURO MARKET PLACE

2:15 Coffee Break and Drinks during the first and only **Neuro Market Place**

## CLOSING KEY NOTES

3:15 **The Future of Neuro**  
> Where the industry is headed  
> Technology developments that are coming to the field  
> What does the future hold in this hyper growth industry  
**Caroline Winnett**, BrandNeuro

4:00 **Seducing the Subconscious**  
> Future outlook on brain research applied to advertising  
> What opportunities will follow in the future  
> Emotional research as a bases for business and marketing  
**Antonio Damasio**, USC College Brain and Creativity Institute

4:45 **Conference Wrap-Up and Announcement of Next Year's Host City**

5:00 **Farewell cocktail hour**

### NEUROMARKETING BUYERS

**Bridging the Insight Gap:**  
**The Value of Converging Methods**  
> Best way to integrate qualitative and quantitative measures  
> Understanding what consumers relate to by integrating biometric analyses  
**Abigail Rendin**, Olson Zaltman Associates  
**Andrew Baron**, University of British Columbia

**Path to Validation:**  
**How to Continuously bridge the science and business of Neuromarketing**  
> Development of good practice  
> Recent developments in attempts of developing industrial standards  
**Thomas Zoëga Ramsøy**, Copenhagen Business School & Neurons, Inc.

**Evidence from EEG and fMRI:**  
**How well do neural focus groups predict choice?**  
> Strengths and weaknesses of EEG and fMRI in predicting choice  
> Are brain markers more predictive ?  
**Ale Smidts**, RSM, Erasmus University

**Panel: Position of fMRI in Neuromarketing**  
**Martin de Munnik**, Neurensics  
**Angelika Dimoka**, Temple University  
**Bernd Weber**, University of Bonn



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# NEUROMARKETING WORLD FORUM



## GENERAL INFORMATION

The Neuromarketing World Forum is organized by the Neuromarketing Science & Business Association (NMSBA). Members of the NMSBA get a significant discount on the subscription rate. Compare the different price options on: [www.neuromarketingworldforum.com/register](http://www.neuromarketingworldforum.com/register)



In cooperation with:



## CONTACT

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## TO REGISTER VISIT:

[www.neuromarketingworldforum.com/register](http://www.neuromarketingworldforum.com/register)

Opening Ceremony, March 4	20 euro / 27 USD
Pre-conference Seminar, March 5	499 euro / 699 USD
Neuromarketing Industry Leaders Meeting, March 5	499 euro / 699 USD
Neuromarketing World Forum March 6	699 euro / 979 USD
Neuromarketing World Forum March 7	699 euro / 979 USD
Conference Pass, March 5-7	1699 euro / 2379 USD
All Inclusive Pass, March 5-7	1899 euro / 2599 USD
Evening Networking Dinner, March 5	99 euro / 139 USD
Sight-seeing Dinner Cruise, March 6	99 euro / 139 USD

\* Warning: prices are set to increase as of February, 15 2014



The Millenium Broadway is centrally located in the heart of the world-famous Times Square.

Special rates for hotel reservations are available until Dec 31, 2014. Please contact [office@nmsba.com](mailto:office@nmsba.com) for details.

## SPONSORS

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### CONFERENCE SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES

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