

OCTOBER 15-16 | 2015 | AMSTERDAM



SHOPPER BRAIN CONFERENCE

Welcome to Amsterdam!

Welcome to the third edition of the Shopper Brain Conference, on October 15-16 in Amsterdam. It is the only conference in the world on the intersection of retail and neuroscience. We are pleased to welcome everyone personally who wants to learn more about buying behavior.

Carla Nagel
Executive Director, NMSBA

Leo van de Polder
General Manager, POPAI Benelux

WWW.SHOPPERBRAINCONFERENCE.COM

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SHOPPER BRAIN CONFERENCE

WHO WILL ATTEND IN AMSTERDAM?

- > Retailers
- > Trade Marketers
- > Shopper Marketing Managers
- > Managers Consumer Insights
- > Market Researchers

And anyone else with a professional interest in shopper marketing and neuroscience

The Shopper Brain Conference 2015 will provide opportunities for participants to network with peers, gain new in-field contacts and engage in collaborative discussions with the largest neuromarketing network in the world.

Register today at
www.shopperbrainconference.com

VENUE

The European edition of the Shopper Brain Conference is hosted in Amsterdam. The conference will take place in the modern Casa400 hotel, near Amsterdam Amstel train station.



Hotel Casa400

Eerste Ringdijkstraat 4
1097 BC Amsterdam
www.hotelcasa400.nl

Hotelrooms are available for €165 incl breakfast and taxes, excluding city tax, per night (single use). This rate is valid until September 15 and subject to availability.

The Shopper Brain Conference Amsterdam is sponsored by:

PLATINUM:



GOLD:



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QUESTIONS

For questions or queries, please contact the NMSBA during Dutch office hours (GMT+1):

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SHOPPER BRAIN CONFERENCE

DAY 1 > THURSDAY OCTOBER 15, 2015

The Shopper Brain in Today's Challenging Retail Landscape

A better understanding of human needs and human decision making gives you the opportunity to stay ahead in today's challenging retail landscape. At the Shopper Brain Conference you will learn all relevant consumer insights from neuroscience, applied in shopper marketing, retail and branding.



SHOPPERS AND THEIR BRAINS

09:30



The Neuro Retail Revolution

- > Today's challenges in retail
- > More effective shopper marketing with neuroscience and behavioral research

Carla Nagel - Neuromarketing Science & Business Association (NMSBA)



Leo van de Polder - POPAI Benelux

10:00

Motivational Insights Driving Marketing Strategies

- > Gain a real and deep understanding about how to think about motivation
- > Watch, learn, and practice linking motivational insight to marketing execution
- > Learn a whole new way to think about your business

David Forbes - Founder of the Forbes Consultancy Group & Author of 'The Science of Why' (United States)



10:45

How to Shape Brain Pleasing Retail Concepts at First Sight

- > How to develop a neuromarketing strategy for retail
- > Facing the challenge of the current short-attention-span society
- > The impact of context on customers and how to manage it

Lluís Martínez Ribes - Associate Professor at ESADE Business School & Partner at m+f=I (Spain)



11:15

Coffee Break

FUTURISTIC RESEARCH WITH GREAT IMPACT IN THE REAL WORLD

11:45

Supermarket of the Future

- > The benefits and limitations of research in a virtual supermarket
- > The impact of different channels on consumer behavior in the virtual setting
- > Purchasing behavior in the virtual world compared to the real one

Ana Iorga - Founder of Buyer Brain (Romania)



12:15

Measuring the Impact of Packaging

- > Neuro tools (EEG, GSR and Eye tracking) to test ice cream packaging
- > Lessons from the most impactful pack

Wim Hamaekers - Managing Partner, haystack Netherlands

Iris Cremers - European Shopper Insight Manager, Unilever (Netherlands)



13:00 Lunch Break

TEXT, MUSIC AND COLORS IN RETAIL

14:00

Words: More Sustainable Brands, by Using the Word "Sustainable"?

- > Ensuring the initial impression is the best one
- > The subconscious processing of package design explained
- > How buzz words and fads on packaging affect consumer choice

Glenn Kessler - Founder, HCD Research (United States)



14:30

Sound: Understanding the Effect of Music on Retail Sales

- > Academic research on background music and sales correlation
- > New fMRI research revealing most effective playlists in different categories

Martin de Munnik - Founding Partner, Neurensics (Netherlands)



15:00

Vision: Light, Color and Emotions

- > The effect of in-store color and light plans
- > Harmony in colors and consumer behavior

Malaika Brengman - Associate Professor, Vrije Universiteit Brussel (Belgium)



15:30 Coffee Break

NEUROMARKETING, ONLINE SALES, BIG DATA AND HOW THEY RELATE

16:00

More Effective Online Persuasion

Speaker to be announced

16:30

Applying Insights from Behavioral Economics in Big Data

- > Predicting sales, churn, support costs on individual scale
- > The psychology of relevance in big data analyses
- > Monetizing data-driven insights with videos that whisper to the brain

Ruud Schuijt - Managing Director, Rednun (The Netherlands)



17:00

Drinks & Networking Dinner

Join us for drinks and dinner while networking with peers from marketing, branding, retail and neuroscience from over 20 nationalities.

End of the dinner: est. 21:30.

Please include any dietary requests on your registration form.

DAY 2 > FRIDAY OCTOBER 16, 2015

Practical Insights to Take Back to the Shopping Floor

The second day of the conference aims to bring practical insights and lessons from neuromarketing to be applied in (web) shops and retail environments.



SHOPPER BRAIN LESSONS FOR BRANDING

09:30



Branded Brains - Consumer Choice & the Neuroscience of Now

- > The cognitive processes underlying consumer choice
- > The 'golden window' during which sales are made or lost
- > The ways in which brands shape those subconscious purchasing decisions

Dr David Lewis-Hodgson - Cognitive Neuropsychologist and Chairman Mind Lab International (United Kingdom)

10:15

Shoppers and Consumers are (Not Always) Different

- > Consequences for the toy industry
- > Targeting shoppers and consumers in a challenging landscape
- > Applying neuromarketing for better understanding of shoppers and consumers

Wouter Marck - Global Shopper Manager, Lego (Denmark)



11:00

Coffee Break

SHOPPER BRAIN LESSONS FOR RETAIL

11:30

Visual Attention and the Consumer Need State

- > The consumer need state and the effects on way finding and category browsing
- > Employing aisle messaging that nudges desired product exploration strategy
- > Tailoring your messages on different need states

Kimberly R. Clark - Lecturer / Adjunct Researcher, Dartmouth College / Chief Research Officer, Merchant Mechanics Inc. (United States)



12:15

Combining Neuro & Behavioral Economics At the Shelf

Elissa Moses - EVP, Neuro and Behavioral Science from Ipsos (USA),

Kirk Hendrickson - (USA), CEO of Eye Faster

Gawain Morrison - (UK), CEO of Sensum will report on a breakthrough study that measures shopper in-store response to emotionally impacting experience



12:45

Lunch

SHOPPER BRAIN LESSONS FOR MORE EFFECTIVE COMMUNICATION

14:00

Theory-driven Strategic Marketing and Communication

- > Communicating at the POS: do's and don'ts to seduce the brain
- > The drivers of buying decisions
- > Why some products make it to the shopping cart and others don't

Benny Briesemeister - Founder, Neurospective (Germany)



14:30

Not Everybody is Your Customer, But Everybody is Somebody

- > Approaching the right individuals with the right message
- > Insights from neuroscience and evolutionary biology and their impact on interpersonal communication

> Success starts with the (wo)man in the mirror

Bert Ohnemüller - Managing Director, NeuroMerchandisingGroup (Germany)



15:00

Coffee Break

SHOPPER BRAIN MARKETING IN PRACTICE

15:30

Innovations in Indian Retail

> A shopper brain perspective.

Anil V. Pillai - Director Terragni Consulting (India)



16:00

Three Best Practice Cases:

> Shower gel and the use of framing

> Toilet paper and the concept of novelty vs. familiarity

> Bread spread packaging based on fMRI research

Gesa Lischka - CEO and Founder of Kochstrasse™ (Germany)



16:30

Wrap-up

16:45

Networking drinks

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