NEUROMARKETING WORLD FORUM

Barcelona March 25-27 2015

YOUR ONE-STOP-NEUROMARKETING-SHOP

- Latest Findings
- Newest Technologies
- Unique Keynotes
- Top of the Field: Academics, Clients & Vendors
- Neuro Market Place

INCLUDING:

- Seminar “Introduction to Neuromarketing” In English & Spanish!
- Neuromarketing Leaders Meeting
- The Best Neuromarketing Networking in the World!

WITH CONTRIBUTIONS FROM:

Robert Heath  Douglas Van Praet  Michelle Adams  Thomas Zoëga Ramsøy  Nick Southgate  Wim Ubachs  Osman Dilber

And many more...

Register Today!
WWW.NEUROMARKETINGWORLDFORUM.COM
WELCOME TO BARCELONA!

Barcelona: the Neuromarketing Capital of the World

For the fourth time the Neuromarketing Capital of the World has moved. In the creative heart of Europe, advertisers, market researchers, neuromarketing vendors and academics will converge for the once in a year opportunity to learn the latest findings.

Themed ‘Understanding Creativity’ we address the trend we see from pure market research to a more behavioral-oriented or integrated approach where a better consumer understanding is the starting point for the creative process.

We look forward to the meeting and are convinced that these three days will once again be the year’s most inspiring event!

Looking forward to welcome you in Spain!

Carla Nagel
Executive Director, NMSBA

AT A GLANCE

<table>
<thead>
<tr>
<th>DAY</th>
<th>WORLD TRADE CENTER BARCELONA</th>
<th>SOCIAL EVENTS</th>
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<tr>
<td>Tuesday March 24</td>
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<td>Opening reception 17:00 - 18:00</td>
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<tr>
<td>Wednesday March 25</td>
<td>Introduction to Neuromarketing in English 9:30 - 17:00</td>
<td>Networking drink 12:00 - 18:00</td>
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<td></td>
<td>Networked to Neuromarketing in Spanish 9:30 - 17:00</td>
<td>Neuro Tapas Party 20:00 - 22:30</td>
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<td>Neuromarketing Leaders meeting 9:30 - 17:00</td>
<td>Lunch 12:30 - 14:00</td>
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<td>Neuromarketing World Forum #4 13:45 - 17:00</td>
<td>Dinner at Casa Battlo 20:00 - 22:30</td>
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<tr>
<td>Thursday March 26</td>
<td>Neuromarketing World Forum * 9:45 - 17:00</td>
<td>Networking drink 12:00 - 18:00</td>
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<td>Networking session 12:30 - 14:00</td>
<td>Lunch 12:30 - 14:00</td>
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<td>With break-out sessions 9:00 - 17:00</td>
<td>Networking drink 12:00 - 18:00</td>
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<td></td>
<td>* Language: English (Spanish simultaneous translation available)</td>
<td>Lunch 12:30 - 14:00</td>
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WHY SHOULD YOU ATTEND?

Join professionals from over 35 countries and build an impressive international network.


INTRODUCTION TO NEUROMARKETING (English)

10:00
Neuromarketing Fundamentals
- What is neuromarketing?
- Neuromarketing methodologies
Bernd Weber - University of Bonn / Life&Brain GmbH

11:00
Coffee Break

11:30
Understanding Advertising
- Choice and behavioral economics
- Brain as a predictor for successful advertising
Ale Smids - Professor of Marketing Research, Rotterdam School of Management, EUR

12:30
Practical Examples of Market Research with Consumer Neuroscience
- Opportunities for better consumer understanding
- Business cases
Thomas Zeiga Ramsey - Copenhagen Business School / Neurons Inc.

13:15 Lunch

14:00
Applying Neuromarketing to the Creative Process
A practical, results-oriented afternoon for brands, shopper marketers, agencies, and advertisers. Based on actual studies conducted in neuromarketing for branding, packaging, in-store, and advertising, Michelle and Caroline walk through a strategy for successfully applying neuromarketing to the creative process.
Michelle Adams - Founder, Marketing Brainsight
Caroline Winnett - Founder, BrandNeuro

15:30 Examples of creative success due to neuromarketing:
- Visuals and details
- How the process worked - client actions for success
- The creative process and agency buy-in
Michelle Adams - Founder, Marketing Brainsight
Caroline Winnett - Founder, BrandNeuro

16:30 Neurotalent of the Year 2015

17:00 Drinks

20:00 Neuro Tapas Party

INTRODUCTION TO NEUROMARKETING (Spanish)

Fundamentals of Neuromarketing
- What is neuromarketing and how is it useful for business?
- Available methodologies: pros and cons of each
Cristina de Balanzó - Founder, Walnut, Marketing Sciences

Coffee Break

Fundamentals to Neuromarketing (continued)
- Understanding the advertising communication and brands from the perspective of the brain
Cristina de Balanzó - Founder, Walnut, Marketing Sciences

Fundamentals to Neuromarketing (continued)
- Practical applications of using consumer neuroscience in market research
- Opportunities for integration with existing techniques
- Review of case studies and applications
Cristina de Balanzó - Founder, Walnut, Marketing Sciences

Lunch

Neuro Strategy Applied to Business
- How to formulate a neuromarketing strategy
- Translating the neuromarketing strategy into a brief for agencies and specialists
Luis Martinez Riber - Associate Professor, ESADE Business School

Business Case: Binter Airlines Maintenance
- Steps taken to integrate neuro findings in the marketing strategy
- What lessons can be drawn from the business case
Barbara Iglesias - Commercial Director, Binter

15 Cannes Lions Winners Analyzed
- EEG study on (un)successful creative elements
- Exposure times: the difference in engagement and emotional connections
Javier Minguez - co-founder BilbBrain Technologies

EXPERIENCE IN NEURO?

Attend the Neuromarketing Leaders Meeting

WWW.NEUROMARKETINGWORLDFORUM.COM
INDUSTRY LEADERS MEETING

The day for everyone experienced in neuromarketing

Three reasons to attend the Industry Leaders Meeting:
> Discuss the future of neuromarketing with peers
> Learn how collaboration can grow our field of study
> Actively discuss and contribute to how we can jointly develop and promote neuromarketing

Am I an Industry Leader?
> CEOs/Managing partners from neuromarketing companies
> CMOs using neuromarketing
> Professors in neuromarketing and related fields

09:30 Registration & Welcome Coffee
10:00 Global Trends in Neuromarketing
> Worldwide developments
> Outlook for market research and neuromarketing in particular
Carla Nagel - Executive Director NMSBA

10:30 What CMOS Want
The NMSBA partnered with the Chief Marketing Officers Council to research the knowledge and demands of CMO’s on neuromarketing:
> Knowledge about neuromarketing at the global marketing departments
> Biggest challenges and opportunities
Leon Zurawicki - Professor of Marketing, University of Massachusetts Boston

11:00 Speed Dating Among Participants
11:15 Coffee Break
11:45 Neuro Against Smoking: Project Findings
Results of the very first international collaboration in neuromarketing on evaluating “Anti Smoking Warnings” on cigarette packages
Michal Matukin - Scientific Director, NEUROHM and 24 Participating Partners

12:15 Nielsen Neuro: An Inside Look
> The challenges and the progress since the acquisition of NeuroFocus
> Industry-wide barriers to growth
> Identifying opportunities to increase adoption and widespread use of neuro
Joe Wilke - President, Nielsen Neuro

12:45 International Cooperation
Round Table Discussions
13:15 Lunch
14:15 Love isn’t in the Air (but in the Heart)
The brain vs. the body: a critical comparison of EEG vs. physiological emotion measuring techniques
Jaime Romano - Founder and CEO of Neuromarketing S.A. de C.V.

14:45 Accreditation and Certification: New Standards in Neuro
An introduction to the process of the new accreditation process the NMSBA will launch as a quality mark for companies in the field of neuromarketing. Presented by the new NMSBA Board.
Coffee Break
15:15 Business Case: Neuromarketing in B2B
15:45 Bringing Neuroscience Mainstream
Round Table Discussions
Wrap-Up
16:15 Final Neurotalent of the Year 2015 Competition
The grand final of the Neurotalent of the Year competition! The three finalists will present their research led by the Neuro Personality of the Year (the most enthusiastic young ambassador of the field).
17:00 Networking Drink
Enjoy a networking opportunity with other participants.
18:00 Neuro Tapas Party

THURSDAY MARCH 26, 2015

NEUROMARKETING & CREATIVITY

09:45 Welcome to Barcelona!
> Facts and figures about neuromarketing in Spain
> Presentation of the Neuromarketing Yearbook
Carla Nagel - Executive Director NMSBA
Antonio Casals Mimbre - Local Chair of Spain, NMSBA

09:00 Why is Creativity so Important for Advertising?
> Does it increase attention?
> What else does it do?
> Can it be measured?
Robert Heath - Associate Professor of Advertising Theory, University of Bath School of Management

09:45 How Neuroscience can Empower (and Inspire) Marketing
> The business case for creativity
> The need for better understanding the ‘why’ of advertising and branding
Douglas Van Praet - marketing consultant and author of Unconscious Branding
Coffee Break
10:30 The Biometrics and Effects of Humor in Media
> Effects of Humor in Media
> Practical examples where humor serves and where it goes wrong
Duane Varan - CEO, MediaScience® & Professor of Audience Research
11:00 The Emotional Impact of Sound vs. Visuals in Advertising
> Exploring the model for understanding emotional engagement with TV advertising
> Moving closer to a definitive neurobiology of advertising engagement
Carl Marci - Co-founder and Chief Science Officer, Innerscope Research, Inc.
11:30 Winning the Super Ad Bowl Using Integrated Neuroscience
> How to inject emotions into your briefs and campaigns
Michael Smith - Director of Industry Relations, Nielsen Neuro

12:00 Best Practices Emerging from Global Scale Consumer Neuroscience
> Types of information the brain can process fluently
> Design elements that might distract from the message
> Types of imagery that appeal to consumers
Michael Smith - Director of Industry Relations, Nielsen Neuro

12:30 Lunch Break
13:30 EMOTIONS IN ADVERTISING
The Emotional Impact of Sound vs. Visuals in Advertising
> The role of music, visuals and words to drive emotions from advertising
> How to inject emotions into your briefs and campaigns
Elissa Moses - Chief Neuro Officer and Head of Neuroscience & Emotion Innovation Centre, Ipsos

14:15 Get High on Emotions
Create Ads With Impact
> Beyond entertainment and surprise: how to obtain real connections
> Higher-order emotions that serve customer loyalty
Rafal Olme - Founder NEUROHM
15:00 Coffee Break
15:30 APPLYING NEUROSCIENCE INTO BUSINESS
The Neuro Journey of an Ad Guy
> One of the most creative advertising people from the Netherlands spent a whole year learning the consequences of neuromarketing for advertising creatives. From end result comparison to front-end advice.
Wim Ubachs - Creative & Strategy Director - Het ei van Ubachs (The egg of Ubachs)
16:15 Subconscious Drivers to Inspire More Effective Briefs and Communications
> What every marketer should know about behavioral economics
Nick Southgate - Behavioral Economics Consultant at the UK’s Institute of Practitioners in Advertising
17:00 Exclusive Dinner in Antonio Gaudi’s Casa Battló
Become inspired by Gaudi’s extraordinary creativity while dining and drining with your colleagues from over 35 countries.
**NEURO-INGREDIENTS OF SUCCESSFUL ADVERTISING**

**09:30** The Neuroscience of Effective Storytelling  
> How the brain processes stories and how this is helping your brand  
Sarah Walker - Global Neuroscience Practice Director, Millward Brown

**10:00** How to Predict Social Media Success  
> Fueled social media performance will face expressions analysis  
> Human emotion meets big data - the ultimate emotional intelligence for marketers  
Mikhail Jüttma - CEO, Realeyes

**10:30** The Creative Brain and Advertising (In)Effectiveness  
> How creativity can be enhanced  
> Factors that reduce the effectiveness of otherwise highly creative advertising  
Richard Silberstein - Chairman Neuro-Insight Pty. Ltd.

**11:00** Coffee Break

**NEUROMARKETING IN BUSINESS**

**12:00** Tropicana’s Tone of Voice  
The success of PepsiCo’s Tropicana launch in Turkey powered by neuromarketing  
Osman Dilber - NCB (Non-Carbonated Beverages) Marketing Manager, PepsiCo

**12:00** Practitioner’s Point of View: Fostering Creativity by Neuroresearch  
> Next step: the why of measured emotions  
> The impact of different media environments on the message  
Tadeusz Zaroski - CEO, Universal McCann Poland

**12:30** Lunch Break  
During the lunch break, the main stage will be taken over by the Neuro Market Place (optional).

**NEURO MARKET PLACE: Your one-stop-neuromarketing-shop**  
During lunch, the stage will be filled with five-minute speed pitches by neuro vendors, in the hall vendors will present better and innovative ways to help you to understand your customers and prospects.  
> Learn more about neuromarketing technologies  
> Listen to the five minute pitches  
> Learn about the newest technologies  
A note to vendors: this is your time to shine, pitch in five minutes to prospective new clients (subject to availability).

**BREAK-OUT SESSIONS choose from:**

**PRACTICE**

**13:45** Turner Broadcasting Testing Emotional Engagement and Advertising Effectiveness  
Pablo Verdín - Global Head of Research, Turner Broadcasting (a Time Warner Company)  
Marc Rothuizen - Owner, Neuronics Latin America

**14:15** The Mollet Case  
Using neuromarketing to validate human-centric marketing strategies  
Dr. María López - CEO of B&B Brain Technologies, a spin-off company of the University of Zaragoza

**14:45** Neuromarketing & Clothing Product Design  
> Testing the sense of touch  
Angelica Micaleff Triguana - Chief Marketing and Operations Officer, AAT Services Ltd.

**THEORY**

**13:45** The Selection of Neuromarketing Tooling  
Peter Hartzech - Founder/CEO, (Motives A/R)  
Thomas Zeiaga Ramsey - Copenhagen Business School / Neurons Inc.

**14:15** How Consumers Process TV Commercials  
Insights into brain responses to different execution styles  
Linda Couwenberg - PhD Candidate, Rotterdam School of Management, EUR

**14:45** Language is Claimed by Creativity  
> Effectiveness of thoughtful messages  
Nora Sarmiento Prüter - Psychologist University Konrad Lorenz, Colombia

**15:15** Coffee Break

**15:45** Keynote Speaker; to be announced

**16:45** Conference Wrap-up and Announcement of Next Year’s Host City

**17:00** Farewell Cocktail Hour
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To review a complete list of conference sponsorship & advertisement opportunities with associated benefits, please contact Sara Hoeflaken: sara@nmsba.com

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<th>Registration Costs</th>
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<tr>
<td>Conference pass</td>
<td>€ 1899</td>
<td>€ 2199</td>
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Special rates apply for NMSBA members!
Save up to 15% on your registration: join today on www.nmsba.com/join

Early bird ends February 15, 2015

REGISTER TODAY!
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