

1st Annual Symposium on Neuromarketing - The Neuroscience of Consumer Choice.

9am – 5.30pm on Friday 16th February 2007
Swinburne University of Technology
TAFE Conference Centre,
Hawthorn Campus
Room TD 121

SYMPOSIUM DETAILS

What is really happening in people's brains when they choose one product over another? Predicting consumer behaviour has proven difficult despite well designed traditional market research measures. Advances in the neurosciences have not only demonstrated the inner workings of the brain, but have been able to demonstrate and quantify emotional and cognitive processes associated with decision making. In particular they have been able to highlight the role of emotion and unconscious processes in decision-making and consumer choice.

Keynote addresses will be given by neuroscientists and marketing professionals working in the fields of neuromarketing, psychology and marketing. At the end of the day, there will be an interactive discussion between the speakers and the audience on the various breakthrough ideas and techniques presented.

PROGRAM

7.30 am – 8.45 am Registration
8.45 am – 8.50am Welcome -Dr. Joseph Ciorciari
8.50 am - 9.00am Opening Address - Prof Crawford (Dean of Faculty of Life & Social Sciences)

9.00am – 10.00am
Session 1: Neuromarketing: "What's it all about?"

Keynote speaker : Dr. Max Sutherland, Marketing Psychologist
Sutherlandsurvey.com

10.00am -11.00 am
Session 2. Fundamentals of Neurosciences:

1. Prof. Gary Egan Howard Florey Institute
2. Prof. David Crewther Cognitive Neurosciences Research Unit
3. Dr. Andrew Pipingas Ageing Research Unit (BSI)

11am- 11.15 am Morning Tea -Poster viewing

11.15am – 12.30am
Session 3. Neuroscience and Marketing

- Keynote speaker :
1. Prof. Richard Silberstein – Neuro-Insight
Letting emotions speak: Brain imaging and advertising research.
 2. Phillip Harris Colmar Brunton Director Neuroscience



12.30 pm -1.45 pm Lunch – Poster Session

1.45 pm – 3.30pm
Session 4: Psychology & Neuromarketing

1. Keynote Speaker: Dr. John Gountas LaTrobe University
Personality and relevance to designing marketing stratagem.
2. Prof. Con Stough Director Brain Sciences Institute
Emotional Intelligence and relevance to marketing
3. Dr. Joseph Ciorciari
Personality, advertising and the brain.
4. Peter Kenny Colmar Brunton

3.30 pm-4pm Afternoon tea – Poster Viewing

4.00 pm – 5.00pm
Session 5. Neuromarketing applications

Prof. Richard Silberstein
Advertising, brain imaging and the bottom line: Case Studies from Neuro-Insight..

Geoff Nield (Neuro-Insight)

Shoshona Campbell (Canada)

5.00pm- 5.30pm
Session 6. Panel Discussion

Moderator: Dr. John Gountas.
Panelists:

Dr. Max Sutherland
Prof. Richard Silberstein
Geoff Nield
Prof Con Stough
Peter Kenny
Phillip Harris

5.30pm Concluding Remarks: Dr. Joseph Ciorciari

WHO SHOULD ATTEND?

Anyone interested in the applications of neuroscience based tools to current marketing and advertising strategies should attend. Marketing and advertising professionals, psychology, marketing and neuroscience researchers, students and academics are welcome to attend one of the first symposiums in Melbourne which will showcase the emerging field of neuromarketing.

REGISTRATION FORM

Delegate Details:

Title(s) (Mr/Ms/Miss/Mrs/Dr) & Name(s):

Role at Organisation:

Organisation:

Mailing Address:

Telephone:

Mobile Phone:

Fax:

Email:

Special Dietary Requirements:

Registration Details:

(Please indicate amount due on right.)

*Individual (\$150pp + GST) \$165.00 _____

*Student (\$70pp + GST) \$77.00 _____

Copies of Symposium Book (@\$150 each) _____
(will be posted when available)

TOTAL AMOUNT OWING _____

*Includes full day registration, morning, afternoon tea and lunch.



Method of Payment:

Cheque

Payable to: Swinburne University of Technology, and send to Brain Sciences Institute (H99)
Swinburne University of Technology
PO Box 218
HAWTHORN, VIC, 3122

***Credit Card**

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*** Note: Swinburne University does not accept American Express or Diners Club credit cards.**

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Enquiries:

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