



BERLIN 2022 | THEME: “RE-UNITED”

The Neuromarketing World Forum is back. Get ready for the latest and the greatest in neuromarketing, live on stage.

After the boost digital research tools got over the last 2,5 years, we are looking for **the best ways to integrate online and in-person research**. How to unite online, AI/ML tools with survey, in-person research and observations. Help decision makers in consumer insights to get the best ROI over the full landscape of their consumer insights toolbox.

The NMSBA presents the 10th Neuromarketing World Forum, on **September 28-30, 2022**, in the most innovative city of Germany - Berlin. The mix of creative companies, technological expertise, and a highly productive university and research landscape has made Berlin the "Silicon Valley" of Germany.

Themed **‘RE-UNITED’**, the 2022 Neuromarketing World Forum is looking for speakers that can build a bridge between online and in-person market research.

Submit your 2022 Neuromarketing World Forum presentation proposal today! Proposals must be submitted together with a short video* before April 4, 2022 to office@nmsba.com

* the video should be presented by the speaker who would like to give the presentation. The NMSBA beholds the right to remove the speaker slot in the case of speaker changes afterwards

Possible topics include (but are not limited to) the latest insights on:

- Post-COVID consumer behavior trends
- Which consumer insights tool to use for what question(s): a consumer insights perspective
- What AI/ML can predict (and what not), and how neuromarketing tools can fill-up the gap
- What are today’s demands from the big brands in the consumer insights industry (optionally in panel-discussion format)
- Combinations of tools that work (and combos that don’t)
- Innovative business cases in neuromarketing (add why this is new and exciting!)
- New academic insights that will change the consumer insights business

Important

- All proposals *and* presentations must be in English
- The organization does not pay for travel, hotel or meals for conference speakers
- Registration fees are waived for conference speakers for the day of the speech

Proposal Guidelines

The proposal consists of a **text** and a **short video** (e.g. made with your phone)

1. Proposal Text

The text should be no longer than 500 words (one A4), saved as pdf. Within these 500 words, please include:

- **BIO:** A short bio of the presenter and organization
- **KEYWORDS:** Keyword set: choose a few words that clearly describe the main idea of your work
- **TITLE:** Preferred presentation title
- **SUMMARY:** Summary / content outline of max of 75 words and a detailed description
- **SCIENCE:** Short background on the scientific validity of the idea
- **LEARNING OBJECTIVES:** What the audience can learn
- **NEWS VALUE:** Why the topic is new, exciting and needs to be included on the NMWF agenda

2. Proposal Video

The video should be no longer than one minute. The suggested presenter pitches the main idea of the presentation to the program committee. In this way we would like to check the presentation skills as well as the main 'idea' behind the talk: does it make us crave for more, is the topic cutting-edge and exciting?

If the submission is accepted, good quality videos might be used for promoting the conference at a later stage. However, the technical quality of the video is not a criterium for acceptance or not.

Consider that:

- The background of the audience will vary in background and experience
- New and own work and ideas have the preference
- For the flow of the conference, there is a **strong preference for solo speakers**. If the submission suggests a duo presentation, please add the reasons why you think this presentation cannot be done by one presenter.
- There is a fine for using pictures of icebergs as a metaphor for conscious and subconscious decision making ;-)

Proposal Evaluation Criteria

The program committee will evaluate and select proposals according to the following criteria:

Quality of Submission: All proposals must have clear objectives and a detailed description of the proposed content. Priority will be given to proposals where speakers and presentation titles are fully identified, where original data or novel work will be presented and where broad debate will be encouraged.

News Value: Proposals focusing on "hot" topics in neuromarketing, behavioral economics and consumer neuroscience have a preference.

Proof of Presentation Skills: The program committee will do everything they can to check the presentation skills of the proposed presenter. If the presenter has spoken at the Neuromarketing World Forum, or Shopper Brain Conference Series, survey results will be shared with the program committee. If you have videos of yourself presenting, or references from other conferences, it is highly appreciated if you can share them with us for review.

Deadline: The deadline for submissions is April 4, 2022, after which the program committee will review all proposals. All submitters will be notified about the status of their proposal by the beginning of November.

Please send your proposal (text and a downloadable version of the video) before April 4, 2022 to office@nmsba.com