

LOS ANGELES

APRIL 1-3 // 2020



NEUROMARKETING WORLD FORUM

WELCOME

TO THE NEUROMARKETING CAPITAL OF THE WORLD!



#NMWF



@NEUROMARKETING_WORLD_FORUM

www.neuromarketingworldforum.com



WELCOME TO LOS ANGELES!

Welcome to L.A., the largest city on the west coast of North America, boasting breath-taking mountain views and some of the best beaches of the US. The city where dreams are taken very seriously. A place of endless ideas, creativity and diversity. The home of Hollywood. It is therefore no coincidence that the 9th Neuromarketing World Forum has chosen this entertainment hot spot as their home for 2020. Themed 'Blending Ads and Entertainment', this edition brings you the latest insights from neuroscience and behavioural economics, applied to brands and advertising, so you can make well informed decisions and make a real difference in today's content-driven world. You will be accompanied by vendors, colleagues, competitors, clients, and possible new business partners from over 50 countries, all sharing the passion for neuromarketing.

We proudly welcome you to the weird and wonderful LA-LA Land edition of the Neuromarketing World Forum and hope you will get the most out of the upcoming days in terms of inspiration, fresh insights, and new connections!



Carla Nagel
Executive Director,
Neuromarketing Science & Business Association (NMSBA)

GENERAL INFORMATION

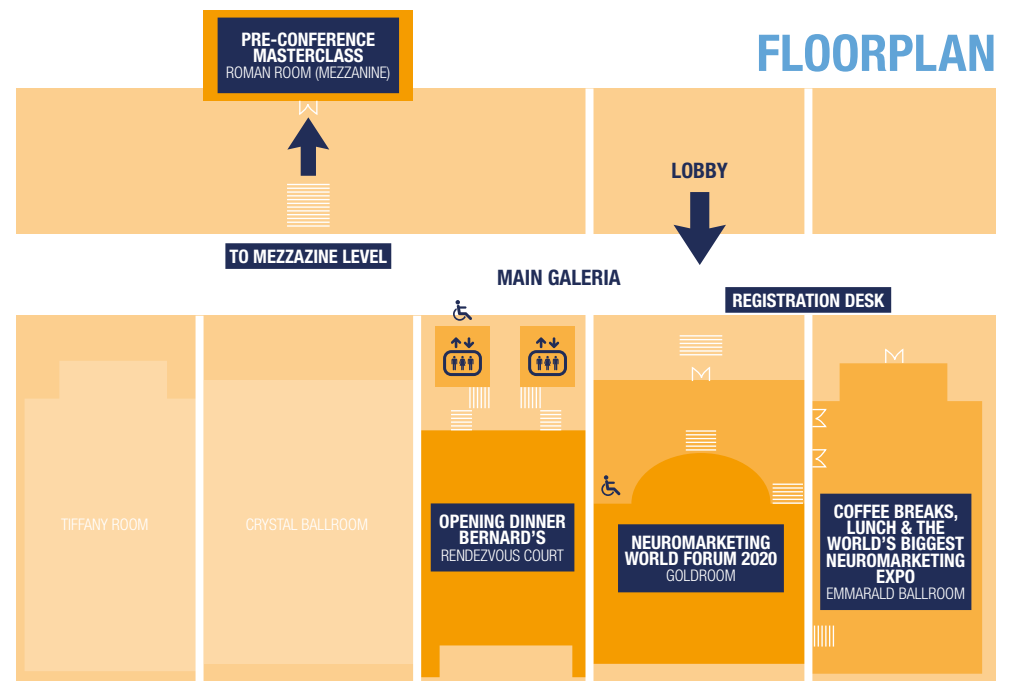
Please wear your conference name badge during the conference and dinners!
Check your registration if you're signed up for the dinners.

DIETARY REQUIREMENTS

If you have any specific dietary needs or allergies, please inform Isa Broere (isa@nmsba.com) (NMSBA team) at your earliest convenience.

AT A GLANCE

DAY		SOCIAL EVENTS
WEDNESDAY APRIL 1	Pre-conference activities: Masterclass 'Introduction to Neuromarketing' 1:30 - 4:15 * <i>Roman Room</i> Meet and Greet Meeting 4:30 - 5:30 * <i>Roman Room</i> * registration starts at 1:00	Opening dinner 7:30 - 10:30 <i>Bernard's Rendezvous Court, Millennium Biltmore Hotel</i> Good food, drinks, great company, and knowledge sharing.
THURSDAY APRIL 2	Neuromarketing World Forum Day 1 <i>Gold Ballroom</i> Expo program 4:25 - 5:50 Sponsors and exhibitors will showcase their work * registration starts at 09:00	Networking drinks 5:50 - 6:50 Conference Dinner 7:30 - 10:30 Night in the Kyoto Gardens (downtown LA) 120 S Los Angeles St Los Angeles, CA 90012 More info on page 9
FRIDAY APRIL 3	Neuromarketing World Forum Day 2 <i>Gold Ballroom</i> * registration starts at 09:00	Networking drinks 4:15 - 5:15

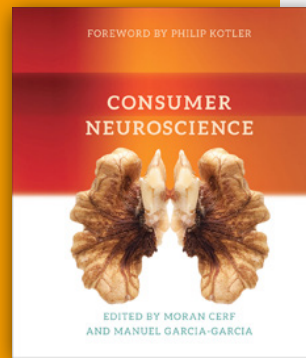


THE NMSBA IS THE PROUD HOST OF THE NEUROMARKETING WORLD FORUM

The global community of innovators in marketing and market research welcomes everyone with a professional interest in neuromarketing

Conference Offer

Join the NMSBA during the days of the Neuromarketing World Forum and get the book 'Consumer Neuroscience' at the registration desk! Sign up at www.nmsba.com/join as a corporate member and show your confirmation email at the registration desk to get your free copy of 'Consumer neuroscience'.



NEUROMARKETING EXHIBITION: FIND THE RIGHT VENDORS

Visit the world's biggest neuromarketing expo and meet all important players in the field.



PRE-CONFERENCE ACTIVITIES

APRIL 1, 2020

PRE-CONFERENCE WORKSHOP 'INTRODUCTION TO NEUROMARKETING'

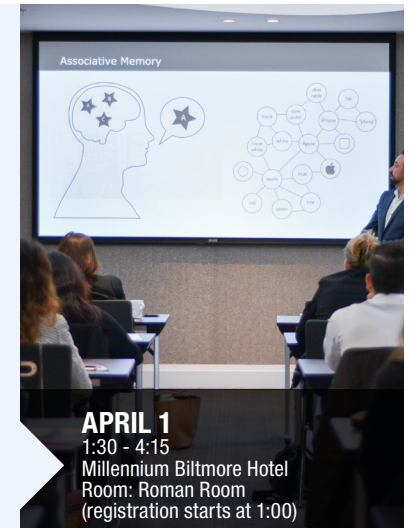
- > What is neuromarketing?
- > What are the main methods and what information can it bring?
- > Which cognitive processes matter in advertising and how to measure them



SPEAKER:

Steve Genco

Author, Speaker and Advisor at Intuitive Consumer Insights



APRIL 1
1:30 - 4:15
Millennium Biltmore Hotel
Room: Roman Room
(registration starts at 1:00)

NMSBA MEET-UP

Start the Neuromarketing World Forum, by making some new friends! At the NMSBA Meet-Up, you can meet and greet other NMSBA members, and people who never attended the Neuromarketing World Forum before.

During this interactive session **Rogier Verhulst** (LinkedIn) and **Dong-Seon Chang** (Hyundai Motor Group) will share how they use neuromarketing in their work.



APRIL 1
4:30 - 5:30
Millennium Biltmore Hotel
Room: Roman Room
(registration starts at 1:00)

OPENING DINNER WELCOME TO LOS ANGELES!

Good food, drinks, great company, and conveniently held at the conference venue.

Millennium Biltmore Hotel - Bernard's Rendezvous Court (lobby floor)



APRIL 1
7:30 - 10:30
Millennium Biltmore Hotel
506 S Grand Ave, Los Angeles,
CA 90071, United States

NEUROMARKETING WORLD FORUM

APRIL 2, 9:40 AM - 4:35 PM > GOLD BALLROOM

DAY 1

9:40 **Welcome to Los Angeles!**

Carla Nagel, Executive Director, Neuromarketing Science & Business Association



9:45 **Opening remarks by the master of ceremonies**

Phil Mcgee, President, Decision Breakers



OPENING KEYNOTE BY WORLD-LEADING NEUROSCIENTIST ANTONIO DAMASIO

10:00 **Feelings, Consciousness and Artificial Intelligence**

Antonio Damasio, Dornsife Professor of Neuroscience, Psychology, and Philosophy, and Director of the Brain and Creativity Institute



NEUROMARKETING LA-STYLE: BRANDED CONTENT & MOVIES

10:45 **The Branded (Content) Brain**

- > How to meaningfully connect with consumers beyond traditional advertising
- > Why neuroscience is critical in evaluating branded content
- > Insights of a Canadian integrated brand partnership

Shauna Houlton, Director, Corus Entertainment

Kevin Keane, CEO, Brainsights



11:10 **The Neural Mechanisms Behind Engagement**

- > Why movies like Pulp Fiction produce such lasting and vivid memories
- > How the brain reacts to sponsored content
- > How to predict the effectiveness of movie trailers

Roeland Dietvorst, Founder, Alpha.One



11:35 Coffee break

NEW WAYS OF USING NEURO FOR YOUR MARKET RESEARCH

12:05 **Implicit Reaction Time Testing with Photos**

- > Introducing Pictorial Implicit Association Testing (PIAT)
- > The advantages of PIAT for brands, ads, ideas, and even political candidates
- > Case studies on the application of PIAT for politics and climate change policy

Elissa Moses, Partner, Bellwether Citizen Response, CEO, BrainGroup Global



12:30 **Incorporating Neuromarketing in Qualitative Research**

- > How neuromarketing can improve the qualitative research process
- > Which measures can be used for qualitative applications?
- > The opportunities and risks involved

Duane Varan, CEO, MediaScience



12:55 Lunch break

RELIABILITY & VALIDITY OF NEURO TOOLS

2:00 **In Neuro We Trust? Neuro's Reliability in Testing Digital Ads**

- > Why it's so important to understand the reliability of your data
- > How to test the reliability of your (digital) research
- > The practice: testing reliability with a large Facebook advertising data set

Brendan Murray, Vice President, iMotions

Julia Trabulsi, Facebook



2:25 **Validating Neuro Indicators on Media Touchpoints**

- > Huge study to validate implicit and explicit data with real-world sales
- > Methodological insights on the impact of various media touchpoints on sales
- > Business insights on the importance of user experience and media

Jeff Bander, CRO, eye square

Jacques Blanchard, Founder, Novaction



2:50 Coffee break

APPLYING RESEARCH AND INSIGHTS IN BUSINESS

3:20 **Shaping Implicit Minds to Influence Consumer Behavior**

- > The next level in neuro: shaping consumer's implicit minds to impact behavior
- > Five behavioral strategies that help you shape thoughts and feelings
- > Examples and theories behind these strategies

Paul Conner, Founder, Emotive Analytics



3:45 **Future-Proof Your Customer Experience**

- > How friction in the customer experience impacts loyalty and corporate revenues
- > Identifying roadblocks, alter them for the benefit of both business and customer
- > Inspiration for changes that will create an effortless customer experience

Roger Dooley, Author of the bestseller 'Friction (McGraw Hill)



4:15 **Neuromarketing World Forum EXPO PROGRAM**

Latest technologies and innovation in neuromarketing, more information on page 8

5:50 **Wrap-up and networking drinks**

7:30 **Conference dinner**

Networking at the Neuromarketing World Forum gives you the opportunity to meet like-minded peers from all over the world.



EXPO PROGRAM

APRIL 2, 4:25 - 5:55 > GOLD BALLROOM

The NMWF Expo program helps you to find the right vendors in Neuromarketing. Sponsors of the Neuromarketing World Forum will pitch their ideas and technology. Led by [Verona Schrijvers](#)



4:25 Empirical evidence towards a new model of Dynamic Decision-Making

- > The inadequacy of current Dual Process theories
- > How Ipsos partnered with academic experts to develop an adaptive decision-making model that adopt a more holistic view on decision making
- > Presentation of a new database with emotional stimuli to deepen the understanding of neuroscience & biometric responses in the decision making

[Manuel Garcia-Garcia, Ph.D.](#) and [Ornella Godard](#), PhD, Ipsos

4:40 New Mobility in Neuromarketing Research

- > Why most neuromarketing technologies lack mobility
- > How Neurotrend's new mobile equipment meets the current market demands to do outside-the-lab research

[Valeriya Raevskaya](#) and [Dina Grigolaya](#), Neurotrend

4:55 Ambiguity in the perception of socially-charged ads

(How not to be burnt on a bonfire of consumers' anger)

- > What could be the aftermath of misunderstood messages in socially-charged ads
- > Why gender and regional differences for socially-charged ads are so significant
- > What is "nonconscious influencing" of the provocative messages
- > How to study socially-charged adverts with neuromarketing tools

[Dmitry Gaiduk](#), CEO, CoolTool

5:10 How to avoid a replication crisis in consumer neuroscience?

- > What is the "replication crisis"?
- > What led to it?
- > How to avoid it?
- > Why does this matter to Consumer Neuroscience?

[Pawel Pazderski](#), Mindspeller

5:25 Time for an About-face on Facial Coding

When done correctly, facial coding measures combined with eye-tracking and implicit can change the game. It will allow you to put WOW! into your research by feeling what your customers are feeling. In this session, you will get exposure to best practices for leveraging facial coding data. View case studies that illustrate the benefits of combining behavioral science techniques that impact revenue.

[Dr. Aaron Reid](#), Founder and CEO, Sentient Decision Science, Inc.

5:40 A novel approach to neuromarketing by integrating with the VR/AR system

- > The world's first VR-compatible EEG and eye-tracking system
- > Advantages of immersive VR environments in the consumer research field
- > A case study of the integration of the Looxid Labs system and virtual reality

[Jaehyun Jay Nam](#), President, Looxid Labs US Inc

CONFERENCE DINNER

APRIL 2, 7:30 - 10:30

A Night at the Kyoto Gardens

The Neuromarketing World Forum Conference dinner is organized in the Kyoto Gardens. A hidden treasure in downtown LA. The unique contrast of simple Japanese elegance and the modern Metropolitan skyline makes the Kyoto Gardens an unforgettable experience.

Imagine yourself under the Californian moon, enjoying food and drinks with the brightest minds in the neuromarketing space!



You need to be registered for the dinners (this is printed on your badge), you can add dinner attendance online (subject to availability) – check the QR code here >>

- > Buses will leave from the Millennium Biltmore Hotel at 7:15 pm
- > There is no specific dress code for the dinner
- > Wear your badge all the time – NMSBA staff may ask for it to check your registration
- > If you have any specific dietary needs we are not aware of, contact Isa Broere (isa@nmsba.com) at your earliest convenience
- > End time is 10:30 but you can leave earlier on your own

ADDRESS: Doubletree Hotel Downtown Los Angeles (Kyoto Garden), 120 S Los Angeles St

NEUROMARKETING WORLD FORUM

APRIL 3, 9:30 - 4:15 > GOLD BALLROOM

DAY 2

9:25 **Welcome back**
Phil Mcgee, President, Decision Breakers



SHOPPING, BEHAVIOR, AND SENSES

9:45 **The Science Behind Shopping**
Combining marketing, behavioral economics, neuroscience, and psychology to improve consumer communication

- > The neural differences between browsing and buying
- > The way people think about the value of multi-item retail displays
- > How info can frame consumers' expectations and influence their purchase behavior

Uma R. Karmarkar, Assistant Professor, Rady School of Management



10:10 **Sensates on the Skin: a Touchy Subject**

- > An exciting new study on how consumers respond to sensory stimuli
- > Insights into consumers' evolving response to a sensate applied to the skin
- > Implications for customer connections and future product development

Jonathan Jacobs, Symrise



10:35 **Music Neuroscience to Capture Consumer Attention**

- > How music neuroscience can help you capture attention and drive engagement
- > Using music to engage multiple age groups simultaneously
- > Best practices to employ music for a better experience and more engagement

Julia Jones, Founder, Found in Music



11:00 Coffee break

THE NEUROSCIENCE OF STORYTELLING

11:30 **What Makes a Good and Motivating Narrative?**

- > The role of intuitions and conflict play in decision-making processes
- > How to measure narrative appeal at scale?
- > Consequences for movie/ad performance models

Frederic R. Hopp, Senior Researcher, Media Neuroscience Lab University of California



12:00 **Telling More Impactful Stories with Digital Ads**

- > The unconscious dynamics of the most successful digital ads
- > Differences between storytelling in TV and digital advertising
- > Guidelines for your 360-degree TV and digital media plan

Yener Girişken, CEO, ThinkNeuro



12:30 Lunch break

FROM NEURO TO ACTIONABLE TACTICS

1:30 **Breaking the 10-Second Attention Span Barrier**

- > Why cat videos no longer do the trick
- > How to harness the power of psychology to boost conversion and revenue
- > Tangible ways to attract customers and increase engagement in 10 seconds

Hope Horner, Founder, Lemonlight



2:00 **The Persuasion Code: How to Apply Neuroscience for More Effective Communication?**

- > Why most efforts to persuade others are not optimized for the brain
- > How customers use their brain to make (buying) decisions
- > How to develop better marketing and sales messages based on neuroscience

Christophe Morin, CEO, SalesBrain



2:30 Coffee break

MEMORY, BRANDING, AND BEING TOP OF MIND

3:00 **How LinkedIn Uses Neuro to Understand Brand Impact**

- > Comparing a brand's impact in the context of online platforms
- > How EEG was used to compare ad effectiveness
- > Understanding the concept and impact of "trust" on advertising

Rogier Verhulst, Senior Director Market Research, LinkedIn
Bradley Vines, Director Neuroscience, Nielsen Consumer Neuroscience



3:30 **Value of a Memory: Theory and Applications**

- > The importance of a brand or product to be "top-of-mind"
- > How being top-of-mind influence consumer choice remains challenging.
- > A novel computational neuroscience model of memory
- > Precisely and accurately predicting the value of being top-of-mind

Ming Hsu, Associate Professor, and William Halford Jr. Family Chair in Marketing at the University of California



4:00 **Wrap-up, the announcement of the 2021 destination**





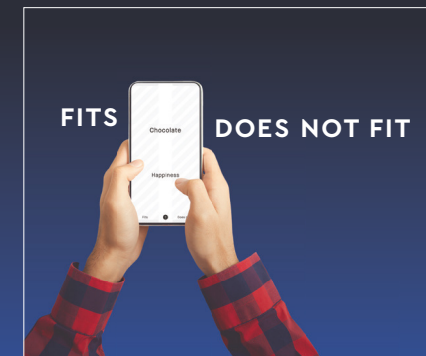
Track how your audience really

feels, thinks, acts.

THE AGILE INSIGHTS PLATFORM

The Agile Approach to Market Research

quantilope automates advanced research methodologies including neuroscience-based system 1 tests on an end-to-end platform, mapping the entire research process from the research question to the questionnaire design, professional panel management, in depth analysis, and data visualization.



quantilope's system 1 tests reveal how strongly consumers associate characteristics and attributes towards a brand/campaign, measured by the implicit association strength (IAS). The IAS in percentage shows how frequently an item is deemed to fit with a category (weighted by reaction time).

In the mobile view, participants indicate if a term "fits" or "does not fit" with a category by tapping the left and right areas of their smartphone screen.

Additional automated methods



Conjoint



MaxDiff



TURF



Key Driver
Analysis



Penalty
Reward



Van
Westendorp



A/B Testing



NPS®



iMotions A/S

iMotions is a software company who provides the leading biometrics tool for the next generation of behavioral research. With our products and services, we enable a clearer and more incisive understanding of consumer behavior helping to improve product launches and create better experiences. iMotions is used worldwide to provide fundamental neuromarketing and customer insights studies helping you make decisions with more data and an unprecedented ability to create a product that connects to your customer. The full iMotions suite of modules includes multiple biosensors to uncover unbiased human responses, integrating Eye-Tracking, Facial Expression Analysis, EEG, EDA / GSR, EMG, ECG in one unified platform. You can also include your own survey data. The software is used worldwide, by Ivy-league universities, and some of the world's biggest companies, including Unilever, GSK, and P&G and other 1100+ global clients working with emotional data analysis with greater ease, efficiency and validity.



Sentient Decision Science

Sentient Decision Science is a globally recognized pioneer in the automation of behavioral science and the advancement of implicit research technologies. The industry leader in applying a combined emotion and reason prediction model and the first to be validated for our method of analyzing emotions to reveal consumer decision making.



NeuroTrend Group

The NeuroTrend Group is a leading developer of neurocommunication technologies in Russia. It has its own neuromarketing laboratory, and is founded upon rigorous scientific research and technological innovation. Since 2013, NeuroTrend is the only Russian member of the global Neuromarketing Science & Business Association (NMSBA), which unites neuromarketing service providers from more than 90 countries. In 2016 the Group launched NeuroChat, the world's first consumer-grade neurocommunication system for people with speech and movement disorders, under the Russian National Technological Initiative (NTI). The same year NeuroTrend became a Skolkovo Innovation Center resident. In 2017 the Group launched NeuroBarometer (B2B offer – fully completed neuromarketing laboratory). and the following year opened 3 new neuromarketing laboratories in Singapore. NeuroBarometer is designed for research agencies as well as for businesses



CoolTool

CoolTool is a platform based on automation and AI that incorporates the very best of nonconscious measurement tools and traditional survey-based research. The tool allows discovering and validating what consumers see, think, and feel beyond their conscious control. CoolTool provides deep insights for discovering real drivers of consumer behavior that help to create outstanding products, strong brands, engaging campaigns, and effective websites.



Ipsos

Founded in 1975, Ipsos is the third largest market research company in the world with offices in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" –our tagline –summarizes our ambition to help our 5,000 clients navigate with confidence our world of rapid change.



Nielsen Consumer Neuroscience

Nielsen Consumer Neuroscience has delivered unprecedented understanding of consumer emotion and behavior for over a decade, providing marketers with a deeper understanding of what truly engages consumers, drives brand equity and builds brands. Our core is the industry's most rigorous science, led by 20+ highly-credentialed full-time PhD/MD neuroscientists in state-of-the-art global neuroscience labs. Our technology, rigorous protocols, and predictive methodology are unmatched. We've studied 15,000+ marketing materials including 7,000+ video ads, in more than 40 countries, with the capability of testing with mobile labs in nearly any market in the world. We maintain the largest patent portfolio in neurotechnology, with nearly 200 awarded and pending patents worldwide. At Nielsen Consumer Neuroscience, we're about real science, uncovering what truly engages hearts and minds to build brands that move people.



SalesBrain

SalesBrain is the world's first neuromarketing training company in the world. Founded in 2002, the company has educated over 150,000 executives and 600 clients in more than 30 countries to close more business by using its proprietary persuasion model called NeuroMap®. SalesBrain's founders published 4 books in the neuromarketing space which are available in 13 languages. The work of SalesBrain has been recognized by multiple speaking, research and publishing awards since 2007. SalesBrain now offers certification in persuasion sciences for seasoned executives and professional coaches/consultants in sales and marketing. Visit www.salesbrain.com for more information on requirements and opportunities.



Looxid Labs

Looxid Labs has developed a VR-compatible eye and brain monitoring system. We focus on seamless bio-sensors and accurate machine learning algorithms for time-series bio-signal data. The VR-embedded sensors measure users' brain activity and eye movement during VR experience, and the AI algorithm analyses their genuine cognitive and emotional status. Our vision is to build a bio-signal based analytics platform that provides quantitative insights on users in various industries. We have developed strategic alliances with global companies and research institutes to further enhance the value of the solution. We won the CES Best of Innovation Award in the AR/VR category.



Mindspeller

Mindspeller is a neuromarketing AI solution designed to help marketers create meaningful brand stories that resonate. By driving brand associations closer to customer implicit goals, Mindspeller ensures optimal brand equity.



Tobii Pro

Tobii Pro empowers companies with powerful insights into human behavior through advanced eye-tracking solutions and services. Tobii Pro Insight, our research consultancy, executes custom projects in a variety of fields to give our clients the data that they need to increase sales, enhance the consumer experience, and make better business decisions. As the global leader in eye-tracking, we can execute your study in any location worldwide. Whether it's a shopper study in a store, a UX study in a lab, a media study in-home, or any other context, we'll help you better understand your consumer or user.



Bitbrain

Bitbrain is a neurotechnology company that has developed a powerful platform that seamlessly synchronizes +35 sensors such as EEG, GSR, ECG, eye trackers, IAT or surveys, and provides study design templates, useful biometrics and flexible analysis tools adapted to every need. Our goal is to help research and business professionals take advantage of neuroscience in a practical and reliable way. Bitbrain is a reference for over 600 individual institutions such as Coca-Cola, Johnson & Johnson, KANTAR, Bupa, Nissan or Disney relying on our products.



Shimmer

NeuroLynQ is revolutionising neuroscience by making it practical to gather large scale biometric data from up to 45 subjects simultaneously. Inbuilt algorithms and an intuitive software interface allow for data analysis & interpretation in minutes, giving users a detailed understanding of the emotional responses of a group or individual in real-time. Built on Shimmer's award winning wearable sensing platform, NeuroLynQ has been employed by many of the world's leading market research companies for Qual and Quant research in areas such as political debates, ad testing, product testing, live events and shopper tracking. NeuroLynQ's reusability makes it much more cost effective than traditional methods.



Quantilope

Quantilope is an Agile Insights platform transforming the speed, complexity, and quality that hinders traditional market research. Our platform automates advanced research methodologies including neuroscience-based system 1 tests offering tools and customization to answer questions from ideation through development, launch, and the tracking of your products, ads, and concepts. quantilope is an end-to-end platform, mapping the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization. With quantilope, you save time, money, and resources by never having to work with multiple vendors and software systems on a single research project again.



Neurensics

Making your marketing efforts more effective and more efficient, that's what we guarantee. With over 65.000 fMRI and EEG brain scans on behavioral change and having significant benchmarks for marketing stimuli like brands, concepts, commercials and packaging, we are one of the leading consumer neuroscience agencies in the world. Our scientists translate your market questions into neuroscientific research, bringing the truth closer than ever. Our market experts interpret the scientific analyses into actionable insights. Neurensics is owner of the research tools: neuropricingTM, neurobrandingTM, BrainratingTM and MindmappingTM. We are Amsterdam based but we execute studies in all relevant markets in the world.



Cortech Solutions

"Cortech Solutions is the neuromarketing partner with Quantifiable Impact! We have DECADES of experience in the most prestigious academic and corporate R&D labs throughout the world. Our GLOBAL reach allows us to bring world-class tools and expertise to bear on neuromarketing challenges you face. We offer INFINITE combinations of the most advanced instruments and software. All this is wrapped up neatly in TIMELESS business values and ethics guiding our every choice, from suppliers we work with, to policies and practices. See us in the exhibit hall at Neuromarketing World Forum in Los Angeles!"



Alpha.One

Expoze what gets noticed. Why rely on old fashioned research methods when you can predict what really matters? At Alpha.One we help brands expoze what really draws your eyes. Our AI powered eye-tracking solution Expoze.io allows you to analyse images and videos with amazing accuracy in a matter of minutes. With quick and actionable results, our platform helps you develop, test and improve: 1) Commercials, TV and ads 2) Brand strategy & creative concepts 3) Customer journeys & usability. All of that, with the simple click of a button, so you can focus on what really matters.



BRAND AVIATORS™

BRAND AVIATORS™ is a brand strategy consultancy helping clients around the world trigger the unconscious in every purchasing decision. While 95% of decisions are unconscious, companies invest disproportionate time and resources in the 5% of rationalized thinking. Could you be losing 95% of your brand's image? BRAND AVIATORS™ leverages THE WHEEL OF MOTIVES™ the first neuroscientific tool that links conscious and unconscious, System 1 and System 2, physical and mental availability, function with emotion to help understand categories and bring brands to life. Its client list includes Coca-Cola, Unilever, The Hero group, and Owens-Illinois Inc.



Affect-tag

Affect-tag enables Emotional Intelligence for businesses and their customers for integration of emotional connections into daily life. Real-time recording and monitoring of objective physiological data via electronic wristbands are transformed into Affective and Cognitive indicators that reveal information on intuitive behaviors and relationships with the environment. Discreet, mobile, and precise, Affect-tag makes cumbersome laboratory equipment available for everyday use and results in a streamlined dashboard of visualizations that helps industrialists, brands, academics, and individuals gain important insights on the "how" and "when" of an emotional experience.

THE 2020 PROGRAM COMMITTEE OF THE NEUROMARKETING WORLD FORUM CONSISTS OF THE FOLLOWING INDIVIDUALS

- Christo Boshoff** - Professor, Dep. of Business Management at Stellenbosch University
- Dahee Kim** - Enterprise Account Executive at Uber
- Jacob Lyng Wieland** - Research Manager, BBC
- Janet Gallent** - SVP NBC Consumer Insights and Innovation Research at NBCUniversal
- Jessica Southard** - Senior Manager, Consumer and Market Insights at Mars
- Leon Zurawicki** - Professor in Marketing at UMASS
- Michael E. Smith** - Principal Scientist and Founder at Adaptation Research
- Siddhesh Tiwatne** - Head Of Organic Search at Resident

THE #NMWF 2020 TEAM

- Carla Nagel** - Program Manager
- Sara Hoeflaken** - Manager Sponsoring and Exhibitions NMSBA
- Femke van Zandvoort** - Chief Editor of Insights and the Neuromarketing Yearbook
- Verona Schrijvers** - Assistant NMSBA
- Isa Broere** - Assistant NMSBA
- Susan van Esch** - Photographer



A BIG HUG TO OUR SPONSORS AND PARTNERS:

Platinum:



Gold:



Silver:



NEUROMARKETING SCIENCE & BUSINESS ASSOCIATION (NMSBA)

The Neuromarketing World Forum is the annual event of the Neuromarketing Science & Business Association (NMSBA).

Email: office@nmsba.com

In case of emergencies: +31 302745848 (forwarded to one of the NMWF team members) or +1 (213) 210 5302 (also WhatsApp)

VENUE

Millennium Biltmore Hotel // Los Angeles // 506 South Grand Avenue, Los Angeles, CA 90071



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www.neuromarketingworldforum.com