



**THE 10TH EDITION OF
THE NEUROMARKETING WORLD FORUM
HOSTED IN BERLIN**

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PRESS RELEASE - FOR IMMEDIATE RELEASE

**More effective advertising and successful media.
That is what the Neuromarketing World Forum is all about!**

The world's leading, most innovative event in market and audience research will descend upon on Berlin. September 28-30, 2022 sees three full days about how the brain processes media and advertising.

Neuromarketing experts addresses questions like:

- Which consumer insights tool to use for what question(s): a consumer insights perspective
- Combinations of tools that work (and combos that don't)
- 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
- New academic insights that will change the consumer insights business

And much more!

Inviting advertisers, market researchers, CMOs and audience researchers

The Neuromarketing World Forum invites everyone with a professional interest in a better understanding of media usage and advertising effectiveness. After successful editions in Amsterdam, São Paulo, New York, Barcelona, Dubai, London, Singapore and Rome, the organizers are convinced that the international audience will get tons of new insights.

About the NMSBA

The Neuromarketing World Forum is organized by the Neuromarketing Science & Business Association (NMSBA). The NMSBA is a global membership-based trade association for those with a professional interest in the field of neuromarketing. It aims to bridge the gap between the fields of consumer neuroscience and market research and marketing.

For more information: www.neuromarketingworldforum.com (agenda announced May 2022)