AGENDA CERTAMENTE 2017

2 Marzo 2017

9,00 - 9.30	*Registrazione e ingresso*
9.30 - 12.30	**Tavola rotonda accademica** - *6 Università con la moderazione di Alberto Mattiacci*
12.30 - 14.15	*Pranzo con performance di Storytelling*
14.30 - 15.30	**Daryl Weber** - *The unconscious side of brand strategy* Understanding how to build better brand strategies: presentation of three case studies (Nike, Trump, Cadbury).
15.30 - 16.30	**Arianna Trettel & Luca Florentino -** *L'intervento sarà annunciato a breve*
16.30 - 16.45	*Coffee Break*
16.45 - 17.45	**Alastair Herbert** - *How The Adidas Brand Voice Cuts Through the Noise* From top level positioning by persuasion patterns to consumer understanding and physical and digital retail space.
17.45 - 18.45	**Eamon Fulcher** - *Exploring how consumers truly feel about brands* A case study on the packaging of a brand of white wine, demonstrating the importance of "implicit" measurement to fully understand brand equity and brand values.
dalle 19.00	*Aperitivo con live testing delle apparecchiature tecniche di misurazione (risultati il giorno seguente)*

3 Marzo

9.30 -10.30	**Daniel B. Yarosh** - *Neuroscience of Beauty and Attractiveness* The evolutionary biology of beauty perception by the brain and how we can use that knowledge to make and market better skin products, both cosmetic and derm/pharma.
10.30 - 11.30	**Michela Balconi -** *L'intervento sarà annunciato a breve*
11.30- 11.45	*Coffee Break*
11.45 - 12.45	**Elissa Moses & Ani Ieroncig** - *Canada Post "Connecting for Action": Understanding the Role of Direct mail vs. Digital Advertising in Advertisiing Effectiveness* This study conducted by Canada Post was to determine the relative strengths and weaknesses of alternative media channels comparing direct mail with digital pre-roll videos, banners ads and email ads using EEG and Eye Tracking. It also examined the impact of sequencing within a campaign looking at the differences in having one type of media seen first vs. another.
12.45 -14.15	*Pranzo*
14.15 - 15.15	**Graeme Newell** - *Best Strategies for Winning New Customers* Your product may be a big hit with loyal customers, but how can you charm new customers who are devoted to competitors or have never heard of you? Some companies are superstars at building irresistible customer appeal. An example-packed session will show the specific brand growth strategies behind these recruiting wizards.
15.15 - 16.15	**Jay Liebowitz** - *Intuition-Based Executive Decision Making and its Relation to Neuromarketing* In this era of big data, analytics is playing a dominant role in data-driven decision making. Recent studies, however, have shown that many executives do not trust their internal data quality and are relying more on their intuition. This presentation will highlight research, issues, and trends in intuition-based executive decision making and its relation to neuromarketing.
16.15-16.30	*Coffee Break*
16.30 - 17.30	**Vincenzo Russo & Francesco Ambrogetti -** *Studio della campagna di comunicazione UNICEF sui lasciti testamentari*
17.30 - 18.00	*Conclusioni e risultati dei live testing di neuromarketing con le apparecchiature tecniche di misurazione del giorno precedente*