

## Getting Started Workshop



### *Extend the power of your marketing*



#### **Receive the keys to the intuitive brain**

Discover how the non-conscious mind is involved in the behavior of your customers. Receive the keys to a better and deeper understanding of what your customers love and how they decide.

#### **And apply it in your daily work**

We do not sell miracles but transmit the insights from brain-related sciences and provide tools how to integrate the laws of the non-conscious part of the brain in your daily work.

### *Who should attend?*

- Marketing Managers
- CEO's
- Communication professionals
- Product Managers

## *What you will learn*

- what is Neuromarketing?
- what is driving the consumer to buy and what is determining their brand choice: the essential structures and processes taking place in the consumer's mind
- the rational vs intuitive consumer model
- the laws and processes of the non-conscious mind (heuristics, priming, efficiency management, decision fluency, etc.)
- emotions as a knowledge management system

## *and will be ready to apply every day*

Within the practical sessions, participants will familiarize themselves with the NeurOchestra evaluation and observation tool.

## *Practical information*

- **Workshop language: english**  
(questions can be asked in dutch, french, english, swiss german, german or italian)
- **Duration**  
two full days (8 periods of 45 min/day)
- **Where?**  
At your company or other location organised by your company.
- **Workshop methodology**  
A well-balanced mix between theory, use case video's, experiments and practical exercises.
- **Maximum number of participants: 10**  
Allowing optimal interaction between animator and participants.



## *Bart Norré*

follows Neuromarketing since 2004. He is Professor Neuromarketing at the School of Management Fribourg and at the University of Applied Sciences of Lausanne Switzerland .

Bart truly believes that Neuromarketing is not only about technology. It is also a question of culture as marketers can learn how to integrate the laws and processes of the non-conscious in their daily work