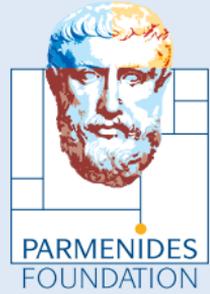


PARMENIDES ACADEMY



Institute for
Cognition and
Communication

Scientific Neuromarketing

Insights from cognitive brain research &
practical applications for marketing communications

A 1-day course
for senior marketing executives

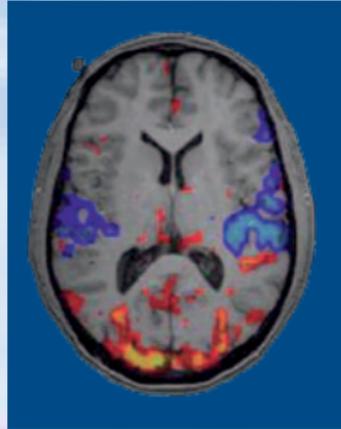
22nd October 2010
Clinical Center LMU Grosshadern, Munich, Germany

Scientific Neuromarketing

Course background

Neurosciences will have a substantial impact on brand marketing and consumer research over the next decade. The application of fMRI (functional Magnetic Resonance Imaging)—to study how people’s brains respond to advertising and other brand-related messages—has been widely publicized, however its contribution to marketing is not as straightforward as often portrayed.

This course is relevant to marketing professionals with a genuine and professional interest in neuromarketing, who want to understand the scientific and commercial limitations and promises.



- The course combines scientific research covering the cognitive neurosciences with a practical model for neuro-communications.
- Course director Dr. Kai Fehse is a neuroscientist with a practical grounding in the field of marketing as the founder and former director of a marketing communication agency.
- The course takes place in the Ludwig-Maximilian University’s training facilities in Klinikum Grosshadern in Munich and includes a live research session using an fMRI scanner.

Intended audience

This course will be of benefit to senior executives from large consumer and b-to-b organizations with significant investments in brand marketing. The course has been designed for CEO’s, Chief Marketing Officers, senior brand managers, managing directors of marketing agencies and other senior executives with an interest in neuromarketing.

Agenda

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- 09.00 Delegate registration
-
- 09.15 Welcome and introduction
-
- 09.30 **Mind and brain**
Brushing up on cognitive neurosciences
-
- 10.45 Coffee break
-
- 11.00 **Money and brain**
Neuroeconomics: the scientific core concepts
-
- 11.30 **Marketing and brain**
Decisions on brands, budgets, sales; how can you profit from neuroscience?
-
- 12.30 Lunch
-
- 13.30 **Group exercises:** applications of neuroscience for marketing communication
- Coca Cola / Pepsi—cola wars
 - Mercedes-Benz—brand re-launch
 - Hubert Burda Media—new and old media
 - Angela Merkel—polls and election
-
- 14.30 **Visit to the fMRI-Center for a live research session**
Professional software will be used to analyze fMRI research data. Participants will learn what the possibilities and limitations are of this type of research in relation to marketing communications and consumer research.
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- 16.00 Coffee break
-
- 16.15 **Presentations and discussion**
regarding the group exercises
-
- 17.00 Closing remarks and end of course
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Faculty

Prof. Dr. Ernst Pöppel ML (workshop design).

Massachusetts Institute of Technology (MIT), Director Research Center Jülich, Chairman Institute for medical psychology. Today chairman of the Human Science Center, Ludwig-Maximilian-University Munich (LMU).

Dr. Kai Fehse. Founder For Sale Advertising agency. Dissertation on “Neuro-Communication” at the LMU and Columbia University, New York. Today Managing Director of the Institute for Cognition and Communication.

Dr. Evgeny Gutyrchik. Work group leader, Department Systems Neuroscience, Institute for Medical Psychology (LMU).

Dr. Thomas Meindl. Scientist (Institute for Clinical Radiology/LMU) and physician (Clinical Center LMU Grosshadern). Expert in functional magnetic resonance imaging (fMRI).

Venue

The course will take place at the training facilities of the Ludwig Maximilian University, part of the Clinical Center LMU Grosshadern, Marchioninistraße 15, 81377 Munich, Germany.

About Parmenides Academy and ICC

Parmenides Academy is an internationally operating training provider based in Munich, which has been established in cooperation with the Parmenides Foundation, a non-profit organization dedicated to fostering multi-disciplinary research on thinking. Parmenides Academy designs and delivers training courses for senior executives within large international companies and leading public sector entities.

Institute for Cognition and Communication (ICC) was founded by neuroscientists from the Ludwig-Maximilians-University, including Prof. Dr. Ernst Pöppel ML and Prof. Dr. med. Dr. h.c. Maximilian Reiser. The ICC is dedicated to fostering multi-disciplinary neuroscientific research on cognition and communication. Research projects are mostly undertaken in collaboration with industry partners.

Scientific Neuromarketing Registration

Scientific Neuromarketing, Munich, Germany, 22nd October 2010

Price: €1,490.00 + (VAT 19%) = €1,773,10

Title	First name
Last name	
Job title	
Department	
Company	
Address	
Postcode	
Country	
Phone	
Fax	
Email	
Company VAT Registration No. (EU only)	
Date	Signature

Complete and return the registration form to:

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