


Thursday

05.02.2009

- Registration 3:00 - 6:00 pm
- Opening of the Conference 6:00 - 6:15 pm
- Opening Lecture
 Gary Signer (BUYOLOGY, USA) 6:15 - 7:30 pm
Consciously Leveraging the Non-conscious
 + exclusive video appearance by Martin Lindstrom
-  Dinner 7:30 - 9:00 pm
-  Connection Party starting 9:00 pm

Friday

06.02.2009

-  Breakfast 8:00 - 9:30 am
- Key-note lecture
 Tim Ambler (London Business School, UK) 9:30 - 10:15 am
Advertising, the Mind and Neuroscience
- S1: NeuroPerspectives
 Graham Page (Millward Brown, UK) 10:15 - 10:45 am
That's Really Cool... Now What?
 Rafal Ohme (LAB, PL) 10:45 - 11:15 am
Integration of Neuro and Traditional Tests
 Janusz Plencler, Bartlomiej Serafinski (LAB, PL) 11:15 - 11:45 am
How Can Neuro Affect Marketing Research?
-  Coffee break 11:45 - 12:00 am
- S2: NeuroAdvantages
 Gemma Calvert (NeuroSense, UK) 12:00 - 12:30 pm
fMRI - The facts behind the fiction: 10 years in the game
 Jakub de Lemos (iMotions, DK) 12:30 - 1:00 pm
Targeting Emotions - In the Blink of an Eye
 Siemon Scamell-Katz (TNS Magasin, UK) 1:00 - 1:30 pm
Eye tracking in the Retail Environment
-  Lunch 1:30 - 2:30 pm
- S3: NeuroAds
 Case #1 : Robin Wight (WCRS, UK) 2:30 - 3:00 pm
Brain Science, Marketing's New Magic Bullet?
 Case #2 : Szymon Gutkowski (DDB, PL) 3:00 - 3:30 pm
Big Beer Brand Brain Waves
 Case #3 : Grazyna Godlewska (Starcom, PL) 3:30 - 4:00 pm
Energizing Value of Branded Content
-  Coffee break 4:00 - 4:30 pm

Friday

06.02.2009

- S4: NeuroMedia
 - Case #4 : Jakub Benke (Starcom, PL) 4:30 - 5:00 pm
Soft Launch, Hard Results
 - Case #5 : Tadeusz Zorawski (Universal McCann, PL) 5:00 - 5:30 pm
Ok Then... So How Much Should Be 1 "neuro-GRP"?
 - Case #6 : Dean DeBiase (TNS Media, USA) 5:30 - 6:00 pm
Social (neuro) Networks and the Next Generation of Human/Brand Connections
- Workshops by iMotions and TNS Magasin 6:15 - 7:00 pm
- ☒ Dinner 7:00 - 8:30 pm
- 🍷 NeuroParty starting 9:00 pm

Saturday

07.02.2009

- ☒ Breakfast 8:00 - 9:00 am
- Presidential Debate 9:00 - 10:30 am
 - Flemming Hansen (EAA, DK), Peter Neijens (EAA, NL), Raymond Taylor (AAA, USA), Gemma Calvert (Neurosense, UK), Dean DeBiase (TNS Media, USA), Tadeusz Zorawski (Universal McCann, PL), Graham Page (Millward Brown, UK), Gary Singer (Buylogy, USA), Tim Ambler (London Business School, UK), Bartlomiej Serafinski (LAB, PL)
Hopes & Threats of New Technologies
moderated by Franz Dill
- ☒ Coffee break 10:30 - 11:00 am
- S5: New Insights
 - Richard Silberstein (Neuro-Insight, AU) 11:00 - 11:30 am
**Boosting the Bottom Line:
From Brain Activity to Actionable Insights**
 - Robert Heath (Value Creation, UK) 11:30 - 12:00 am
Myths and Truths about Advertising
 - Leon Zurawicki (University of Massachusetts-Boston, USA) 12:00 - 12:30 pm
Why be Normal? Implications of Neuroscience to Consumer Conduct
- ☒ Coffee break 12:30 - 1:00 pm
- S6: NeuroShowbiz
 - Case #6 : Dorota Reykowska, Anna Choromanska (LAB, PL) 1:00 - 1:30 pm
Spying James Bond
 - Case #7 : Lawrence Ang (University of Macquarie, AU) 1:30 - 2:00 pm
Brain Reactions to MTV Videoclips
- S7: Neuro Politics
 - Case #8 : Dawid Wiener (LAB, PL) 2:00 - 2:30 pm
The battle of Headline News: TVP, TVN, Polsat
 - Case #9 : Artur Kalinowski, Agnieszka Wnuk (LAB, PL) 2:30 - 3:00 pm
Politicians' Brain - What is Inside It?
- ☒ Lunch 3:00 - 4:00 pm
- Closing of the Conference 4:00 - 4:15 pm