


## 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 (Buylog, 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