

The Snorkeling Program

½ a day

A crash course to get your feet wet and gain a basic understanding of the use and benefits of measuring the subconscious:

1. Brief Introduction to Neuromarketing
2. Brief Introduction to Behavioral Economics
3. Theoretical introduction to Eye Tracking, Facial Coding, Implicit Association Testing and EEG



What will you learn and experience?

- ◆ You will have the basics around and learn how our brains work.
- ◆ You will understand the difference between System 1 and 2 and the importance of being fluent.
- ◆ We will guide you through basics around heuristics, biases and how we take decisions.
- ◆ You will learn and understand the impact of Emotions.
- ◆ We will share insights from interesting and exiting cases.
- ◆ You will be introduced to Behavioral Economics and some principles.
- ◆ You will have theory and the basics in Eye-tracking, Facial Coding, Implicit Association Testing and EEG.

What will you and your team bring from the session?

- ◆ Be more distinct in analysing consumer attitudes, brand perception and actual behaviour.
- ◆ A new and contemporary toolbox will allow you to give vital input to product/service development.
- ◆ Ability to provide Media and Ad Agencies with relevant input and new insights.