



# workshop on **Consumer Neuroscience**

## THEME

### Neuromarketing and the Consumer

## ORGANIZERS

Martin Reimann      University of Arizona  
Bill Hedgcock      University of Minnesota

## TIME AND PLACE

- Thursday, October 11, 2018
- Hilton Anatole Hotel  
2201 N Stemmons Fwy  
Dallas, Texas 75207  
[www.hiltonanatolehotel.com](http://www.hiltonanatolehotel.com)
- Meeting room: Edelweiss Room



Courtesy of Google Maps

## GAME PLAN

### WORKSHOP ON CONSUMER NEUROSCIENCE on THURSDAY, OCTOBER 11, 2018:

What: During the 2018 ACR Pre-Conference Workshop on Consumer Neuroscience, we will have two keynote talks and multiple talks from consumer neuroscience researchers. Workshop participants will have multiple opportunities to interact in a relaxed and welcoming environment.

Where: **Hilton Anatole**, Dallas, Texas

When: 11:30am-4:45pm

### "NEURO-DRINKS" on FRIDAY, OCTOBER 12, 2018:

What: Neuro-interested consumer researchers will meet for a leisurely pre-dinner drink.

Where: Lobby bar, **Hilton Anatole**, Dallas, Texas

When: 6:00pm-6:30pm

### ACR CONFERENCE PRESENTATIONS:

What: Check out the ACR conference program for several interesting presentations on consumer neuroscience, which will take place throughout the ACR conference.

Where: Different meeting rooms at the **Hilton Anatole**, Dallas, Texas

When: See conference program

## AGENDA for THURSDAY, OCTOBER 11, 2018

- 11:15-12:00: Registration and light lunch
- 12:00-12:05: Welcome and opening remarks
- 12:05-12:30: Martin Reimann, Eller College of Management, University of Arizona  
***"Results from the 2017 Workshop on Consumer Neuroscience"***
- 12:30-1:30: Alex Genevsky, Rotterdam School of Management, Erasmus University  
***"Neuroforecasting: Using neural data to improve prediction of market-level behavior"***
- 1:30-1:45: Networking coffee break
- 1:45-2:15: Kirk Kristofferson, Ivey Business School, University of Western Ontario  
Lea Dunn, Foster School of Business, University of Washington  
***"The brand that wasn't there: The psychological and neurophysiological impact of product displacement on brand outcomes"***
- 2:15-2:45: C. Clark Cao, Eller College of Management, University of Arizona  
Merrie Brucks, Eller College of Management, University of Arizona  
Martin Reimann, Eller College of Management, University of Arizona  
***"Collect to control: Psychological and neurophysiological evidence on how desire for control motives systematic collecting"***
- 2:45-3:00: Short break
- 3:00-4:00: **PRACTICE TALK:**  
Sarah Yu, Nielsen Consumer Neuroscience  
***"Applying neuroscience to market research"***
- 4:00-4:30: Roundtable (all speakers)  
***"Neuroscience and market research"***
- 4:30-4:45: Bill Hedgcock, University of Minnesota  
***"Consumer neuroscience: Past, present, and future"***

## AGENDA CONTINUED

- 5:00-6:00: Join the ACR Fellows Address
- 6:00-: Join the ACR Welcome Reception

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