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workshop on **Consumer Neuroscience**

THEME

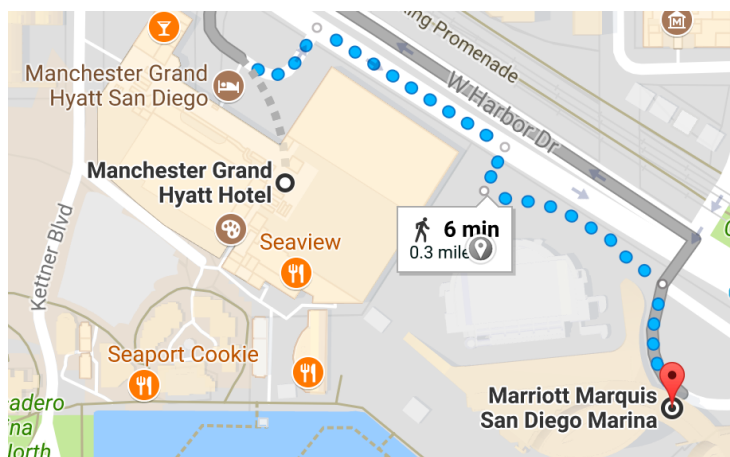
Theoretical advances in consumer neuroscience

ORGANIZERS

Martin Reimann	University of Arizona
Bill Hedgcock	University of Iowa
Adam Craig	University of Kentucky

TIME AND PLACE

- Thursday, October 26, 2017
- Marriott Marquis San Diego Marina
333 West Harbor Drive
San Diego, California 92101
www.marriott.com/hotels/travel/sandt-marriott-marquis-san-diego-marina
- Meeting room: La Costa (check for possible update upon arrival)
- Distance from Manchester Grand Hyatt Hotel (ACR conference hotel):
6 minutes walking distance (0.3 miles)



Courtesy of Google Maps

GAME PLAN

WORKSHOP ON CONSUMER NEUROSCIENCE on THURSDAY, OCTOBER 26, 2017:

What: During the 2017 ACR Pre-Conference Workshop on Consumer Neuroscience, keynote speeches by Profs. Antoine Bechara (USC) and Piotr Winkielman (UCSD) as well as several “food-for-thought” talks will be offered to provide a baseline for discussions. Workshop participants will then get together in groups to brain storm the relevance and validity of extant neurophysiological theories and framework (e.g., limbic system, dopaminergic reward system, somatic markers) for consumer neuroscience and vice versa.

Where: La Costa Meeting Room, **Marriott Marquis San Diego Marina**, San Diego, California

When: 11:30am-4:45pm

“NEURO-DRINKS” on FRIDAY, OCTOBER 27, 2017:

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

Where: Lobby bar, **Manchester Grand Hyatt**, San Diego, California

When: 6:00pm-6:30pm

CONSUMER NEUROSCIENCE ROUNDTABLE MEETING on SATURDAY, OCTOBER 28, 2017:

What: A larger ACR audience will get together at the roundtable titled “*Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)*” to discuss the results of the 2017 Workshop on Consumer Neuroscience.

Where: Old Town A/B Meeting Room, **Manchester Grand Hyatt**, San Diego, California

When: 10:35am-11:50am

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 **Manchester Grand Hyatt**, San Diego, California

When: See conference program

AGENDA for THURSDAY, OCTOBER 26, 2017

- 11:15-12:00: Registration and light lunch
- 12:00-12:15: Welcome and opening remarks
- 12:15-1:00: Bill Hedgcock, University of Iowa, and Adam Craig, University of Kentucky
"Results from the 2016 Workshop on Consumer Neuroscience"
- 1:00-2:00: **KEYNOTE SPEECH:**
Piotr Winkielman, University of California, San Diego
"On being ugly, average, and unhappy: How basic perceptual and cognitive processes shape first impressions"
- 2:00-2:15: Coffee break
- 2:15-2:35: Angelika Dimoka, Temple University
"Effectiveness of print and digital media: Insights from neuroscience"
- 2:35-2:55: Martin Reimann, University of Arizona
"Curiosity tempts indulgence"
- 2:55-3:00: Short break
- 3:00-4:00: **KEYNOTE SPEECH:**
Antoine Bechara, University of Southern California
"The functional neuroanatomy of decision-making and its relevance to consumer behavior"
- 4:00-4:30: Brain Storming Group A, led by Adam Craig:
"Theories in consumer neuroscience"

Brain Storming Group B, led by Bill Hedgcock:
"Theories in consumer neuroscience"
- 4:30-4:45: Bill Hedgcock and Adam Craig:
"Summary of brain storming sessions: Theories in consumer neuroscience"
- 5:00-6:00: Join the ACR Fellows Address at Manchester Grand Hyatt Hotel
- 6:00-: Join the ACR Welcome Reception at Manchester Grand Hyatt Hotel

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