

1st International Multisensory Congress 2012

To Act with all Senses – Success Factors in Multisensorial Marketing

September 4th /5th, 2012 | Dorint Pallas Hotel | Wiesbaden

Key topics:

- **Sight** – More than just colorful: how colors influence our decisions
- **Hearing** – Sound as part of an all-embracing brand awareness
- **Touch** – Touchable brand value
- **Smell** – It doesn't matter how it smells, but what it triggers
- **Taste** – Elevating flavor to a corporate or brand taste
- **Awareness** – The power of the unconscious on buying behavior
- **Consumer Neuroscience** – How can the discoveries of brain research be used in brand management, advertising and sales?

Speakers and panelists:

Dr. Markus Schweizer, Migros Aare, Switzerland

Michael Meinert, EDEKA Nord

Prof. Dr. Hans-Willi Schroiff, Henkel

Christian Uhrig, Land Rover Germany

Joachim Wiechmann, Starbucks Coffee

Martina Fecke, mfi management für immobilien

Carsten Rath, Kameha Grand/LH&E Management

Alfio Pozzoni, Fabrice – Benetton, Italy

Robert Miller, Bohlin Cywinski Jackson, USA

Achim Fringes, neuromerchandising group

Prof. Dr. Peter Kenning, Zeppelin University

Prof. Dr. med. Jürgen Gallinat, University clinic of the Charité, Berlin

Prof. Bernhard Franken, Managing Partner, Franken Architekten | **Kurt C. Reinhardt** DWB, Consultant, memofaktur | **Beat Grossenbacher**, Founder and Proprietor, Air Creative AG, Switzerland | **Giovanni Flore**, Project Management and Research, Fabrice – Benetton, Italy | **Giovanni Bussi**, Sales Director, Costa Group, Italy | **Dr. Patrick Hehn**, Senior Manager, isi – Institut für Sensorikforschung und Innovationsberatung GmbH | **Patrick Langeslag**, Managing Partner, acg audio consulting group | **Martin Bauer**, Managing Partner, Wunderman GmbH | **Nicole Srock**, Managing Director, dan pearlman Markenarchitektur | **Prof. Dr. Britta Bergemann**, Business School, University Heilbronn | **Bert M. Ohnemüller**, Founder and Co-Owner, neuromerchandising group GmbH & Co. KG | **Enrique Strelow**, Head Shopper Communication, Ferrero Germany GmbH | **Richard Winter**, President, POPAI Global (invited) | **James Fakhfakh**, Founder und CMO, Carte Blanche, Canada

+ Sensory space “Centre d’Ambiance”

Organiser: The Conference Group + Neuromerchandising Group

In cooperation with the media partners: Horizont, Sportswear International, Textilwirtschaft, Lebensmittel Zeitung

Congress Program:

September 4th – Morning

Chair:

Bert M. Ohnemüller, Founder and Co-owner, neuromerchandising group GmbH & Co. KG

9.00 – 9.10

Welcome note and introduction

Consumer Neuroscience – Factors of Success in Multisensoriality

9.10 – 9.50

Consumer Neuroscience –

How does the Brain make a Buying decision?

- Neuronal mechanisms in the buying decision
- How can structures be influenced by marketing and advertising?
- Which gender differences are there in the influencing factors?

Prof. Dr. Peter Kenning, Academy of Marketing,
Zeppelin Universität Friedrichshafen

9.50 – 10.20

From Consumer Insight to Multisensorial Brand Perception

- Comparison of the ideas of Hans Domitzlaff 1920-1930
- Results of brain research of the last 20 years– illustrated with case studies

Enrique Strelow, Head of Shopper Communication, Ferrero Deutschland GmbH

10.20 – 11.00 Keynote

See it, Feel it, Enjoy it – Addressing the Client with all Senses

- A unique concept: the Vision Kameha Grand
- Urban and sustainable: K-Star-Homes

Carsten Rath, Founder, CEO und Shareholder, LH&E Management AG

11.00 – 11.30 Communication- and coffee-break

Multisensorial Environments – The International Perspective

11.30 – 12.00

Creating the Consumer Experience of Tomorrow

Robert Miller, FAIA, Principal, Bohlin Cywinski, Jackson, USA*
The architects of Apple and Uniqlo

* In English

12.00 – 12.30

Winning at the Shelf: What POPAI's Research Reveals about Today's Shopper

Richard Winter, President, POPAI Global (invited)*

* In English

12.30 – 13.00

The Attention Formula. $A=\Sigma$ (senses)

Attention as a result of a sensorial summative, all senses in action

Alfio Pozzoni, Director for Research and Innovation,
Fabrica – Benetton, Italy*

Giovanni Flore, Project Manager and Researcher,

Fabrika – Benetton, Italy*
* In English

13.00 – 14.00 Lunch Break

September 4th – Afternoon

5 Senses = 1 Experience: Olfaction as a Building Element for a Multisensory Experience

14.00 – 14.30

Sensory Marketing: The Olfactoric Sense and the Active Appeal to the Subconscious at the POS

Dr. Patrick Hehn, Senior Manager, isi –Institut für Sensorikforschung und Innovationsberatung GmbH

14.30 – 15.00

Smell it, Taste it, Feel it –

How Drinking a Cup of Coffee Becomes an Event

Joachim Wiechmann, Director Store Development, Starbucks Coffee

15.00 – 15.30

Cosmos of Scents – Successful Use of Olfaction at the POS:

- How does olfactoric perception influence the buying decision?
- What is air refinement and how does it work at the POS?
- Examples from Food and Fashion

Beat Grossenbacher, Founder and Owner, Air Creative AG, Switzerland

15.30 – 16.10 Coffee Break

5 Senses = 1 Experience: Haptics und Acoustics as Building Elements for a Multisensorial Experience

16.10 – 16.40

The Brand as Holistic Sound Experience – Case study UBS

Patrick Langeslag, Managing Partner, acg audio consulting group

16.40 – 17.10

The Value-creation-chain Starts and Ends in the Head

Methods and Examples of Multisensory Compositions in Brand and Company Communication

Kurt C. Reinhardt DWB, Strategy Advisor, memofaktur

5 Senses = 1 Experience: a Global Perspective on Multisensorial Marketing

17.10 – 18.00

Generational Science and Neuromarketing

- Culture shift and the generations
- Identifying the 5 generations
- Identifying the current/future behavior trends
- Identifying the generational behavior/emotion/perceptions
- How to communicate with the generations: examples
- Identifying the generational “deep metaphor” in advertising

James Fakhfakh, Founder and CMO, Carte Blanche, Canada* –

A leading light of neuromarketing
* In English

18.00

Get-together

To conclude the congress's first day, the organizers would like to invite you to an informal get-together. Take advantage of the possibility to meet the speakers, your colleagues and partners in a relaxed and communicative atmosphere, and to build up your network.

**Five Senses – One Event!
Centre d' Ambiance – A Multi-Sensorial Highlight**

Experience your personal sense awareness in a multi-sensory site. Perceive the effect of colors, scents, sounds and haptics in a congruent environment. Discover how the senses influence each other and what impact this has on our wellbeing and behavior.

Sponsored by: Air Creative

September 5th – Morning

Chair: Prof. Dr. Britta Bergemann, Faculty of Economics, University of Heilbronn

9.00 – 9.10

Introduction to today's program

9.10 – 9.30

The Logic of Feelings

Prof. Dr. Britta Bergemann, Faculty of Economics, University of Heilbronn

Taste-Events – Holistic Concepts in Food Retailing

9.30 – 10.00

Fresh Food Emotions – How Eataly Turns Grocery Shopping into a Multisensorial Experience

- Key factors of Eataly's success
 - Eataly Roma – The latest talk in town
- Giovanni Bussi**, Sales Director, Costa Group, Italy*

* In English

10.00 – 10.30

The New Supermarket – What is the Look of Tomorrows "Sensorial" Supermarket?

Michael Meinert, Sales Manager EDEKA Handelsgesellschaft Nord mbH

10.30 – 11.00

Acting with all Senses – The Brain doesn't Recognize Prices, only Values

Dr. Markus Schweizer, Head of Strategic Development & Regional Sales, Genossenschaft Migros Aare, Switzerland

11.00 – 11.30 Communicative coffee break

**Brands as Experiences: Leveraging Creativity in the Retail Space:
Practical Know-how for the Perfect Staging**

11.30 – 12.00

Not Every Person is your Client, but Every Client is a Person

Achim Fringes, Founder and Co-Owner, neuromerchandising group GmbH & Co. KG

12.00 – 12.30

“Consistent Backboning“: How Market Research Defines and Stages a Brand

Prof. Dr. Hans-Willi Schroiff, Corporate Vice President Market Research, Henkel KGaA

12.30 – 13.00

Making the Brand Come Alive at the POS - Land Rover’s Experiential Marketing

Christian Uhrig, Director of marketing, Land Rover Deutschland GmbH

Martin Bauer, Managing Partner, Wunderman GmbH

13.00 – 14.00 – Communicative lunch break

September 5 th – Afternoon

Right in the Middle, Instead of Just There – Clients in the Focus of the Multisensorial World

14.00 – 14.30

Spatial Narratives – Staging Rooms for all Senses

Prof. Bernhard Franken, Directing Partner, Franken Architekten

14.30 – 15.10

The Holistic Customer Experience

Nicole Srock Stanley, Director, dan pearlman markenarchitektur

Martina Fecke, Head of Interior Design, mfi management für immobilien AG

15.10 – 15.50

Freedom of Human Decisions:

Why do we do Things we Shouldn’t, and Buy Things we don’t Need?

Prof. Dr. Jürgen Gallinat, Directing Partner, incore gmbH;

Chief physician, Psychiatric University-Clinic of the Charité in Berlin

15.50 End of the 1st International Multisensory Congress 2012

Invitation to the 1st International Multisensory Congress 2012

Ladies and Gentlemen,

Seeing, hearing, smelling, tasting and feeling – the new way of reaching the client is through his senses.

The question of how scientific results in the neuro- and cognitive sciences can be implemented in marketing, merchandising, sales promotion and retail design, is at the center of debate during the 1st International Multisensory Congress 2012, on September 4th and 5th.

Under the heading

To Act with all Senses – Factors of success in multisensorial marketing

a panel of distinguished experts will present the newest scientific findings. Innovators in the fields of merchandising, brand marketing as well as service providers will give an insight into their work.

Discuss the possibilities which multisensorial concepts offer to trade, brands and services, with the leading specialists of the field. Using multisensorial tools as a link between online and offline shopping worlds is particularly challenging.

- How can results of brain research be used in brand management, advertising and sales?
- What is the power of the unconscious on our buying decisions?
- How does color influence our decisions?
- How does a brand become a holistic sound- and scent-event?
- What is the look of the multi-sensorial POS of the future?

The 1st International Multisensory Congress 2012 will provide answers to these and many other questions. Meet your partners and clients. Discover the newest results of brain research and acquire state-of-the-art know-how of the subject. Participate in the **1st International Multisensory Congress 2012** in Wiesbaden.

We look forward to seeing you!
Best regards

Dr. Erhard Bost
Directing Partner
The Conference Group

Heike Leonhard
Senior Manager
The Conference Group GmbH

Bert M. Ohnemüller
Founder and Co-Owner
neuromerchandising
group GmbH & Co.KG

Specialized Exhibition: Multisensorial Trends 2012

In concurrence with the 1st International Multisensory Congress there will be an exhibition covering the field. Top providers and service specialists will present the newest products and solutions for a greater success in the field.

Do you want to be part of the congress as exhibitor?

More information by the Exhibition Direction:

Katharina Kolk, Sales- & Marketing Manager

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How to enroll:

By mail:
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Internet: www.conferencegroup.de/multisensorik12

Date and Location:

September 4th/5th, 2012
Dorint Pallas Hotel Wiesbaden
Auguste-Viktoria Straße 15, 65185 Wiesbaden
Telephone: +49 611 33 06 - 0
Fax: +49 611 33 06 - 1000
Single room: 143,- Euro incl. breakfast
Double room: 165,- Euro incl. breakfast
E-Mail: reservierung.wiesbaden@dorint.com

Booking of rooms:

We have reserved a number of rooms for booking by participants of the congress in the Dorint Pallas Hotel. This contingent is available until 4 weeks prior to the congress. Please book your rooms directly with the hotel under the reference "Multisensorik Kongress 2012".

Congress fee / Conditions:

Please use the printout for your application.
The fee for the congress amounts to Euro 1'190.00 plus VAT per person. Should there be more than two employees of the same company, a discount of 15% will be granted from the third participant on. The fee comprehends all written materials, drinks, coffee breaks and lunches. After receipt of your application you will be sent a confirmation and the invoice. Attendance to the congress can only be granted if payment is received before its beginning. Upon written cancellation, sent to The Conference Group up to 28 days prior to the beginning of the congress, a handling fee of Euro 50.00 per person plus VAT will be withheld. The relevant date is the receipt of cancellation. No-shows and cancellations within 28 days of the beginning of congress will be charged the full entry fee. A replacing attendant can be nominated at any time. The organizer reserves the right to necessary changes in speakers and timetable of subjects.

Registration:

The entrance counter will open for registration one hour before beginning of the congress. Nametags will be issued, to be used as entrance identification.