

CONFERENCE AGENDA 9.26



A MODERN LOOK AT CONSUMER MOTIVATIONS

MORNING (EASTERN DAYLIGHT TIME)

AFTERNOON

- 08:00 AM → 09:10 AM **REGISTRATION OPENS AND CONTINENTAL BREAKFAST**
- 09:10 AM → 09:20 AM **INTRODUCTION AND WELCOME**
TOM DENARI
- 09:20 AM → 09:45 AM **THE UPSIDES OF IMPERFECTION IN THE MARKETPLACE**
ALIX BARASH
- 09:50 AM → 10:15 AM **THE LANGUAGE OF RESPECT: WHY BRANDS NEED TO UNDERSTAND CONSUMER DIGNITY**
CAIT LAMBERTON
- 10:15 AM → 10:30 AM **Q&A: BARASH AND LAMBERTON**
- 10:30 AM → 10:45 AM **BREAK**
- 10:50 AM → 11:15 AM **FROM PURPOSE TO PURCHASE: UNDERSTANDING HOW CSR MOVES CUSTOMERS**
ABIGAIL SUSSMAN
- 11:20 AM → 11:45 AM **NEUROFORECASTING: LEVERAGING BRAIN SIGNALS TO PREDICT MARKET OUTCOMES**
CAROLYN YOON
- 11:45 AM → 12:00 PM **Q&A: SUSSMAN AND YOON**

- 12:00 PM → 01:15 PM **LUNCH**
- 01:15 PM → 01:20 PM **WELCOME TO THE AFTERNOON**
TOM DENARI
- 01:20 PM → 01:45 PM **NUMERICAL PERSUASION: HOW FRAMING NUMBERS INFLUENCES CONSUMER BEHAVIOR**
KEITH WILCOX
- 01:50 PM → 02:15 PM **THE PSYCHOLOGY OF VALUE - PRICING**
MANOJ THOMAS
- 02:15 PM → 02:30 PM **Q&A: WILCOX AND THOMAS**
- 02:30 PM → 02:45 PM **BREAK**
- 02:50 PM → 03:15 PM **FUTURE FANDOM - SPORTS TO BRANDS**
MICHAEL LEWIS
- 03:20 PM → 03:40 PM **APPLYING THE PRINCIPLES OF UNREASONABLE**
TOM DENARI AND KARI O'NEILL
- 03:45 PM → 04:00 PM **Q&A: LEWIS, DENARI AND O'NEILL**
- 04:00 PM → 06:00 PM **COCKTAIL HOUR AND DISCUSSION**

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