



**‘Neuroscience, Biometrics and MR’ Programme**

15<sup>th</sup> April 2011

Questions can be asked via the online chat within the Webinar or via Twitter using the #NewMR tag.

		Start		
		London	New York	Europe/Africa Session
Sydney	6:00pm	9:00am	4:00am	<b>Neuroscience Explained</b> <i>Cristina de Balanzo, TNS Global and Helen Rowe, TNS-RU UK</i> See the ad discussed in this paper at <a href="http://newmr.org/neuroscience-1">http://newmr.org/neuroscience-1</a>
	6:24pm	9:24am	4:24am	<b>Refining ads with both precision and clarity -a head to head comparison of qualitative research and EEG</b> <i>Liane Ringham, Sara Vickers and Liz Walker, Inside Story with Kasia Witon-Wanstall, Nestle</i>
	6:48pm	9:48am	4:48am	<b>Should we be Neuromantics or neurosceptics?</b> <i>David Penn, Conquest, UK</i>
	7:12pm	10:12am	5:12am	<b>After neuro revolution. Practical guide to biometric research</b> <i>Pawel Ciacek, European Director, Millward Brown</i>
	7:36pm	10:36am	5:36am	<b>Panel Discussion</b>

		Start		
		London	New York	The Americas Session
Sydney	16 <sup>th</sup> April 4:00am	7:00pm	2:00pm	<b>Not ready for prime time</b> <i>Dan Hill, Sensory Logic, USA</i>
	4:24am	7:24pm	2:24pm	<b>Neuroscience in Media</b> <i>Karina Besprosvan, Omnicon Media Group, Chile</i>
	4:48am	7:48pm	2:48pm	<b>Emotional and Unconscious Influences on Consumer Behavior</b> <i>Joel Weinberger, Implicit Strategies, USA</i>
	5:12am	8:12pm	3:12pm	<b>Plasticity of the brain: things move around</b> <i>Andrew Jeavons</i>
	5:36am	8:36pm	3:36pm	<b>Panel Discussion</b>

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