

Neuroscience in Wellness, Sales and Consumer Psychology

Day one

Using Neuroscience to create a happy and highly productive workplace which increases your profitability

Day two

Neuro sales and Neuro marketing: Get inside your customer or consumer's brain. Learn the reality.

Conference dates: 26 & 27 February 2018

Venue: Da Vinci Hotel, Sandton, Johannesburg, South Africa

A cutting edge conference by
Provision Research and Events
In association with
The Neuro Business Institute



About this conference

Don't lose another sale or another valued member of staff. Learn how to get inside 'the brain' of your staff, sales prospects and markets. Create an engaged, driven and productive workforce and drive customer loyalty.

Neuroscience now has a place in business. We will teach you how to use cutting edge technology to gain rare insights into the brain and real motivations of individuals and groups without the gobbled look. With our professional speakers you will learn how to tell beyond a psychometric test if someone is fit for a job or a leadership position.

More and more, CEOs and HR executives are contracting with experts on neuroplasticity (the brain's ability to reorganize itself by forming new neural connections throughout life) to heighten the brain power in their company. Neuroplasticity will soon become the new competitive edge.

Your expert speakers

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

Shaun Phillips Marketing Director
The Neuro Business Institute

Dr. Alex Asakatikpi Neuro Sociologist
Monash South Africa

Professor Mark Gillman Neuroscientist and Addictionologist

Lorraine Leas Managing Director
Amipro Metagenics South Africa

Dr Costa Kapnias, Chief Executive Officer
Omegawave South Africa

Jules Allen-Rowland
Metagenics Practitioner

Prof Pierre Joubert Bureau of Market Research and Driver of Neuro marketing Research in South Africa
University of South Africa

Professor Martin Nasser Professor Emeritus and Associate Professor
Wharton and Harvard Universities

Professor Peet Du Toit Professor of Neuroscience and Physiology
University of Pretoria

Sasha Mannion Human Genetics
DNALysis Biotechnology

Myrtle Clarke Green Managing Director
Fields for All

Dr. David Rosenstein Co-Founder & Director
Neural Sense

Mark Drummond Co-Founder & Director
Neural Sense

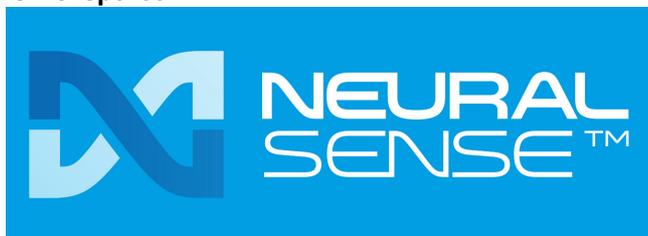
Key topics for day one - Neuro wellness in the work place

- Reviewing employee wellness with the brain in mind
- Mastering Neuro Sociology of the workplace
- Optimise your workplace dynamics – Unlock potential and inspire performance
- Cannabis in the work place
- Live demonstration using the latest Neuroscience technology

Key topics for day two - Neuro marketing and Neuro sales

- How Neuroscience revolutionizes sales
- Applying deeper consumer research with biometrics
- Profiling the sales and marketing professional's brain

Silver Sponsor



Media partners



Transformation through Neuroscience

Promotional gifts

All attendees will take home The SensofinityVR M1 Virtual Reality Headset suitable for Any smartphone with a screensize between 4 to 6 inches and a FREE online book on **How the Brain Controls all Pleasures** by **Professor Mark Gillman** Neuroscientist and Addictionologist. He is an internationally celebrated author, scholar, neuroscientist and lecturer. He is one of the world's leading authorities on addiction and neurotransmitters. An established author. His latest book will be published on 5 March 2018. A free download from Amazon will be available to all delegates at this convention for a 5-day period starting 5 March.



Services SETA Accreditation No: 12169

We are a B-BBEE Level 1 service provider

Arusha Dasrath
Tel: +27 11 7023327
Fax: 086 5010472
Email:
ad@provisionresearch.co.za



The Strategic
Training Institute

CONFERENCE

WWW.PROVISIONRESEARCH.CO.ZA

Expertly chaired by

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

8.25 – 8.30 Welcome and opening

8.30 - 9.00 Session one

New research revealed - Identifying the unique qualities of leaders

After 40 years as a strategic advisor to leading companies and thought leaders globally, Prof Nasser has identified the captain of industry and members of the C Suite that need to drive their companies in rapidly changing disruptive environments. "Current psychometric assessments are old hat. New scientific methodology and technology has enabled us to find if recruits for top positions have what it takes." His research has identified the unique qualities needed by leaders functioning in this disruption era – those that can see around corners. How you determine this is the subject of the key note speaker Prof Du Toit

Professor Martin Nasser Professor Emeritus and Associate Professor
Wharton and Harvard Universities

Introduction to Neuroscience for benchmarking performance in the workplace. Engage and enrich your staff on a new level.

9.00 - 9.45 Session two

Key note address - Perfecting the C Suite 'DNA' and Brain. Can it be done?

Perfecting executive brains?

Know if your executive or millennial has the wrong tolerance for risk, or will be reckless with decision making and execution. Can he or she see around corners and plan accordingly. All leading companies have job profiles for important incumbents, but what is on paper does not necessarily match what is in the brain. Recent case studies show that whole brain functioning is often lacking. Prof Du Toit has perfected the art and science of benchmarking the executive brain for specific positions. He discusses interventions which bring about significant change for optimum executive performance. Prof Du Toit is able to explain this unique process of neuro-profiling/assessment: 'the right brain for the right job' and explain interventions which successfully bring about important change and brain functioning.

Professor Peet Du Toit Professor of Neuroscience and Physiology
University of Pretoria

9.45 – 10.30 Session three

Understanding Gender Issues in the Workplace for better performance

Understanding gender bases of performance and perceptions in the workplace and why this must be understood for change and inclusion. What happens in the brain?

Dr. Alex Asakatiki Neuro Sociologist
Monash South Africa

10.30 – 10.45 Tea and coffee break

10.45 – 11.30 Session four

Addiction in the Workplace

Understand the amalgam that makes people work together successfully and know subconscious drives - the way we are hardwired impacts on the workplace. Prof Gillman has achieved global acclaim with his studies on addictions which compromise the workplace and how to eliminate them.

Professor Mark Gillman Neuroscientist and Addictionologist
He is an internationally celebrated author, scholar, neuroscientist and lecturer. He is one of the world's leading authorities on addiction and neurotransmitters. An established author. His latest book will be published on 5 March 2018.

11.30 – 12.15 Session five

How to become a Functional Medicine Wellness Coach to partner with health practitioners

The USA and Europe is driving a new partnership – that between the health practitioner and Wellness professionals in the workplace. Lack of compliance with clinical advice from medical practitioners has always been a universal problem. This new partnership encourages self discipline, self awareness, ownership, overall health and therefore higher level performance.

Lorraine Leas Managing Director
Amipro Metagenics South Africa

12.15 – 13.00 Session six

Using Biometrics in the workplace

Pioneering technology that helps to raise the bar on Wellness. How to change the total health paradigm of your personnel: applications for sport, high level performance and personal management, using neuroscientific principles.

Dr Costa Kapnias, Chief Executive Officer
Omegawave South Africa

13.00 – 13.30 Luncheon

13.30 – 14.15 Session seven

The Cannabis debate - Health and the workplace

Cannabis in the workplace: Flying or frying the brain: the latest research and legislation and Cannabis value to health and performance. Myths exploded and facts defined. How to respond and not react to 'pot' rumours.

Myrtle Clarke Managing Director
Green Fields for All

14.15 – 15.00 Session eight

Exploring genetic behaviour and performance solutions

Why and how driving metagenic DNA testing in the workplace can provide fresh insights into behaviour and offer solutions for daily health performance. Sasha Manion is a bio chemist and geneticist working in the field of DNA.

Sasha Mannion Human Genetics
DNalysis Biotechnology

15.00 – 15.15 Tea and coffee break

15.15 – 16.00 Session nine

Case Study: Memory loss with social media users

The impact of social media on brains, memory, overall performance, sleep and health and possible remedial actions.

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

16.05 – 16.50 Session ten

The insulin debate: Manage it or it will manage you

Insulin and the mental health axis. What is the relationship between insulin, intermittent fasting and ketogenic diet is a subject that cannot longer be ignored. Jules who is an expert on how to read old age with total quality of life discusses how all these elements combine to improve your resilience.

Jules Allen-Rowland
Metagenics Practitioner

End of day one

Who should attend?

CEOs, Managing Directors, Managers, Neuro Wellness, Health practitioners, human resource executives and decision makers; wellness and medical practitioners, trainers, therapists and consultants; business decision-makers, influencers and strategists involved in improving employee wellness and operational efficiency.

Expertly chaired by

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

8.30 – 8.45 Session one

Welcome and opening - Neuro Sales and Marketing

Where have we come from, where are we going? How retail, marketing and sales has shifted in thirty years. Why is this seminar important. From the leading business schools in the world, to the thousands of MBA's he has overseen locally, what would Prof Nasser have liked to have armed graduates with if he knew then what he knows now about Neuroscience? How strategy aligned to neuro marketing impacts the bottom line.

Professor Martin Nasser Professor Emeritus and Associate Professor
Wharton and Harvard Universities

8.45 – 9.30 Session two

How Neuroscience revolutionizes sales? Get inside the prospects brain

The sales process has shifted to a relationship of trust and cooperation and not a quick fix. Sales techniques now belong in the cognitive behavioural sciences supported by neuro technology. It appeals to deeper instincts and more deeply rooted human needs (Robert Cialdini). The prospects brain responds to cues: words, phrases, colour, sounds, smells, texture and contrasts.

Denise Bjorkman examines the cues and brain responses which are geared to eliminate threat and flood the brain with reward neurotransmitters. The threat police in the brain can rapidly block any attempt at a sale.

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

9.30 – 10.30 Session three

Applying deeper consumer research with biometrics – getting to certainty

AMPS is dead. The LSM passes into history. We are shifting from broad metrics to detailed insights into the person buying your brand - or not. Emerging from the Consumer Neuroscience Laboratory, Prof Pierre Joubert explains the use of neuro technology to gain ground-breaking insights into the consumer brain. How can marketers achieve certainty through Neuroscience?

Prof Pierre Joubert Bureau of Market Research and Driver of Neuro marketing Research in South Africa
University of South Africa

10.30 – 10.45 Tea break and coffee break

10.45 – 11.30 Session four

Profiling the sales and marketing professional's brain

Sales and marketing recruitment has been taken to a new level beyond that of traditional psychometric tests and historical track records. New environments require that brains be 'fit for purpose.' Prof Peet du Toit has perfected brain profiling. He has developed benchmarks for industries which have helped to identify how staff (and their brains) charged with specialized and strategic function should operate. He has driven and tested interventions which bring about change in valued staff whose performance has dropped.

Professor Peet Du Toit Professor of Neuroscience and Physiology
University of Pretoria

About the sponsor

Neural Sense™ is Africa's first Neuromarketing company. We help brands understand what's really going on in the hearts and minds of their consumers. Using cutting edge neuroscience technologies in market research we optimize the full marketing mix, and are able to help improve your ROI. So, whether you're a brand looking for insights or a traditional market research company, partner with us - a Neuromarketing consultancy that offers data that is concise, accurate and objective.

11.30 – 12.30 Session five

The Neuroscience of sport selling and marketing

Sport is part of our national fabric and more and more products are directed towards sports aficionados. How does marketing relate to the sporting industry and sports people? How does Neuroscience impacts on this essential part of our country's culture. What does the Neuroscience of sport teach about the brain of the champions? What you should know about the people who buy your brands.

Professor Peet Du Toit Professor of Neuroscience and Physiology
University of Pretoria

12.30 – 13.30 Luncheon

13.30 – 14.30 Session six

Neuromarketing techniques and technologies

How consumer neuroscience technologies offer insight into the implicit consumer experience. Consumer neuroscience in action, case studies and lessons learnt. Live demonstration of consumer neuroscience technologies.

•Eye-tracking, Galvanic Skin Response, Facial Coding
Mark Drummond Co-Founder & Director
Neural Sense

1430 – 1515 Session seven

Emotion in Neuromarketing

Why emotion/affect is the key differentiator in consumer neuroscience research compared with traditional market research strategies

•Emotion and the attentional systems
•How emotions acts as a specific criterion in understanding the attention economy
•Salience and the visual system
Dr. David Rosenstein Co-Founder & Director
Neural Sense

15.15 – 15.30 Tea and coffee break

15.30 – 16.15 Session eight

Memory and attention in social media - What you lose and what you gain in sales and marketing?

How social media affects the brain memory, attention and loyalty to a brand. How your target makes decisions. Neuroscience and the related power of good story-telling. Case studies on how it has been done well internationally and locally, how it could be done better? Lessons to be learnt from this.

Dr Denise Bjorkman Chief Executive Officer
The Neuro Business Institute

Who should attend?

Sales managers and sales teams, business decision-makers, influencers and strategists involved in getting a product or service to market; anyone wanting to connect with their customer or consumer; anyone needing to increase share of market, share of voice and share of wallet. Marketing executives, directors and strategists; product owners and designers; media, creative, digital, production and communications agencies; media owners; media buyers; board members, partners and executives in any size enterprise.

Neuro Wellness Solutions for your organisation

Do you have a number of employees who require Neuroscience assessment programmes or psychometrics. We will provide total wellness training solutions for your employees across any industry. These assessments and programmes will take place at your company and will be conducted by a qualified Neuro Scientist. These programmes are geared up to **create a happy and highly productive workplace which will increase your organisation's profitability.**