

Neuroscience for Business & Leadership

It is an art to enable people to do the most difficult things in the simplest way

Preliminary Program :

14⁰⁰ – 14³⁰ Champagne Reception

14³⁰ – 15⁰⁰ Jean-Marc Kieffer (CDCL SA)
Talk about new era for CEOs in collaboration with neuroscience.

15⁰⁰ – 15⁴⁵ *Neuromarketing - life Presentation with Eyetracker*

15⁴⁵ – 16¹⁵ Robert Schaus (CEO Presta-Gaz S.A. and Presta Cylinders SÀRL)
Invisible Walls: "The way we do things here".

16¹⁵ – 16³⁰ Coffee break

16³⁰ – 17¹⁵ Prof. Dr. Kai-Markus Müller (The Neuromarketing Labs GmbH)
Neuroscience in Marketing and Pricing.

17⁰⁰ – 17³⁰ Antonio Mesquida (AIR GLOBAL MEDIA)
The role of psychology and neuroscience in Business.

17³⁰ – 18¹⁵ Gerard Lopez (Hekton Group HK) / Mag. bakk. sci. pth. Khashayar Pazooki
Double talk - Questions & Answers.

19⁰⁰ – 19⁴⁵ Aperitif with Champagne Reception
19⁴⁵ Gala Dinner (*drinks included*) with live music (*live Piano music & DJ Music*).

In collaboration:



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