



NEUROTREND
НЕУРОТРЕНД




1st International Conference on Consumer Neuroscience and Neuromarketing in MENA region. (10-12 May 2023)

Scientific Approach (May 10th and 11th)

“The following program will be repeated for different attendance groups on May 10th and 11th.”

	Opening ceremony 08:00-08:30
08:00-08:10	Welcome note Dr. Joghataee President of Iranian Society of Neuroscience
08:10-08:30	Plenary lecture The necessity of neuromarketing in an academic and business environment: Iran-Russia NM initiative Dr. Ghodratiostani Senior researcher, Neurocognitive Engineering Lab, University of Sao Paulo & Ms. Alesya Chichinkina Communication officer and the head of international development of Neurotrend JSC and Neurochat LLC Natalya Galkina Neurotrend Russia – in general about Consumer behavior & neurotech
	First session: From Brain to Market 08:40-12:00
08:40-09:00	Neuroscience for human resource Dr. Nazari Iran University of Medical Sciences
09:00-09:30	Understanding the human brain and its role in decision-making Dr. Sahab-Negah Mashhad University of Medical Sciences
09:30-10:00	Break

10:00-12:00	Exploring neuroscientific techniques used in neuromarketing research, such as EEG, Neuroimaging, and eye-tracking Dr. Bahador Tehran University of Medical Sciences & Mr. Mikhail Komkov CTO of Neurotrend
12:00-13:15	Break and lunch

	Lab Session
13:15-14:15	Hands-on Demonstration Pilot study Mr. Mikhail Komkov CTO of Neurotrend
14:15-15:15	Panel discussion: Analyzing and interpreting neuromarketing data and using it to inform marketing strategies Iran-Russia NM initiative
15:15-16:15	Ethical Considerations in Neuromarketing Dr. Anna Shestakova HSE University Director of Institute for Cognitive Neuroscience/ Centre for Cognition & Decision Making.
16:15-16:30	Break
16:30-17:00	Research design Dr. Ghodratitoostani Senior researcher, Neurocognitive Engineering Lab, University of Sao Paulo and Mr. Mikhail Komkov. CTO of Neurotrend

Business Approach (May 12th)

Setting and Achieving Business Goals form Neuromarketing serves business goals

12 May 2023

09:00-09:30	Applying neuromarketing to business Dr. Ghodratoostani Senior researcher, Neurocognitive Engineering Lab, University of Sao Paulo & Ms. Alesya Chichinkina Communication officer and the head of international development of Neurotrend JSC and Neurochat LLC
09:40-09:50	Memorandum of Agreement (MOA) for Business Development through the Iran-Russia NM Initiative Panel discussion
09:50-10:10	Recap of brain and consumer behavior Dr. Nazari and Dr. Sahab
10:10-30	Case study, best practice, testimony Dr. Pashin Dmitry Candidate of Technical Sciences in the specialty Vice-Rector for Digital Transformation and Innovation Activities of Kazan (Volga Region) Federal University – <i>Topic TBA</i>
10:00-11:00	Break
11:00-11:30	Recap analysis and business decision Ms. Alesya Chichinkina Communication officer and the head of international development of Neurotrend JSC and Neurochat LLC & Alexander Luzhin Executive Director of Neurotrend JSC
11:30-11:50	Neuromarketing in PR Ms. Alesya Chichinkina Communication officer and the head of international development of Neurotrend JSC and Neurochat LLC
12:00-12:20	Measuring Audience Engagement Dr. Ghodratoostani Senior researcher, Neurocognitive Engineering Lab, University of Sao Paulo
12:20- 13:00	Future Direction Panel
End	Lunch and gathering

