



networkx
marketers meetings

Heart & SOLD

Unlocking customer dreams & drivers

Full Day workshop
Thursday 16th October 2003
8.30 am – 5.15 pm
Port Melbourne Yacht Club, Melbourne
www.networkxevents.com.au

**Emotion, intuition, learned behaviour - what really drives your customers?
More importantly, how can you drive your customers to buy?**

This one day, interactive workshop – with 6 expert presenters – will deliver greater understanding of customer motivations and behaviour. It delves into the workings of the brain, the power of emotions and the mindset of today's Australian's.

Heart & Sold will generate new ideas and insights, resulting in more effective communications and cost savings from misspent marketing and research funds.

NETWORKX Workshops

For three years NETWORKX have been delivering inspiration, information and introductions through our evening event series. Over 3,000 communications & business professionals have broadened their knowledge and networks through our Melbourne & Sydney events.

Through our Workshop Series, dynamic, expert presenters provide you with new ideas, in-depth thought and interactive analysis on key business issues.

You have the opportunity to think and learn, while also meeting other likeminded industry professionals.

Workshops are delivered in the professional yet relaxed NETWORKX style – reflecting our commitment to providing inspiration, information and introductions.



brazen
productions

Heart and Sold - Unlocking customer dreams & drivers

Our dynamic and expert presenters have been selected from the fields of psychology, advertising, design and research. The program is guaranteed to deliver insights into customer behaviour in an enjoyable and relaxed format at a unique venue.

Registration: 8.30am - 9am

9.10 am - 10.40am

Journey into the brain

How does the brain work? The brain follows certain psychological steps that allow it to come to a decision. Your brain does it and so does your customer's brain. When you learn these simple steps, you will actually see your customer's brain in action.

Sean D'Souza (NZ)

Brain Auditor
PsychoTactics

1.45 pm - 2.30 pm

Unlocking Customer Thinking

Most people - customers included - in Western Society think in a predictable and patterned way that is 2500 years old.

What exactly are these set patterns and how do they drive your customer's actions?

Learn from the expert who has taught more people to think than any Australian in history

Dr Michael Hewitt-Gleeson (Mel)

Founder
School of Thinking

Who should attend

All Consumer and B2B marketing managers and staff, agency strategists, agency creatives, account managers and business owners responsible for marketing their business.

What you get

A full day interactive workshop, presentation notes, certificate of participation, morning & afternoon tea, lunch.

Special Offer: Register before October 1st to receive a free \$30 Borders voucher!

NETWORX Marketers Meetings ABN 69 389 887 981
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T 03 9690 7022 F 03 9690 7199 E info@brazen.com.au

11.00 am - 11.45 am

The Art of Persuasion

Advertising's primary role is the creation of desire. What techniques are most successfully employed to persuade through advertising? And how many current advertising strategies really reflect these tried & true lessons?

Rusel Howcroft (MEL)

Founding Partner
- brandhouse arnold worldwide
Victorian Chair
- Advertising Federation of Australia

2.30 pm - 3.45 pm

Heart Strings & Mind Games

Human beings are driven by a huge range of emotions.

How do emotions affect behaviour? Can emotions be manipulated? And how can communications professionals use emotions to drive customer behaviour?

Dr Michael Edwardson (SYD)

Corporate & Consumer Psychologist
Lecturer - School of Marketing
Director - Psychologica

How to register

Register & pay online at:

www.networxevents.com.au

or call 03 9690 7022.

Payments via all credit cards, cheque or money order.

Price: NETWORX Members \$485
Non-members \$585

Please add GST to above price.

Where & When

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Where: Port Melbourne Yacht Club,
Beach Road, Port Melbourne

11.45 am - 12.45 pm

Dissecting a Nation - Australians Today

Who are today's Australian's? What do they think, feel, believe and value? Can they be grouped into "manageable" segments?

What is the gap between media myth and society's reality?

Adrian Goldsmith (MEL)

Director - Quantum Market Research
Victorian Chair - Market Research
Society of Australia

4.10 pm - 5.15 pm

Intuition vs logic

How do you respond - intuitively or logically? Intuition can enable faster and more effective decisions to be made. We make decisions intuitively then allow our logical mind to validate our decision.

What is intuition, where does it originate from, when can you use it - and can it be developed? This closing session will help you to learn more about your customer's decision making process... and about yourself.

Jane Mara (Syd)

Director
Intuitive Thinking

Quality guarantee

NETWORX guarantees that your time and money will be well spent in attending its workshops. If you are not completely satisfied that this workshop has given you new insights and ideas, NETWORX will be happy to give your money back*.

Terms & Conditions

Payment must be received in full prior to the event or a place cannot be guaranteed. Cancellations can be made up to seven business days prior to the event*. After this time, substitutes are welcome but a refund cannot be offered. Registrants prior to October 1st will receive their free voucher at the workshop. NETWORX reserves the right to change the program without notice.

* An administration fee of \$50 applies to all refunds and cancellations. This will be withheld from any refunds delivered.