

**EFCM/MBM, XIX edition, Closing Seminar
24th February 2020, University of Padova, Botanical Garden**

“Knowing the Consumers from their Footprints: Insights from Neuromarketing & Data Analytics”

10.30

Welcome Greetings

Patrizia BURRA, Pro-rector, Post Lauream, UniPd
Brigitte GOTTE, Chambre de Commerce et d’Industrie, Paris Ile-De France
Federica BORSA, Project Manager Education, Cosmetica Italia
Giacomo BOESSO, MBM Director, UniPd

10.45

Roundtable Keynote Speakers

Chair: Amedeo PUGLIESE, Professor of Accounting and Governance, UniPd

Francesco GALLUCCI and Caterina GAROFALO, Associazione Italiana di Neuromarketing (AINEM)

“Neuromarketing: new deep insights for a Brain driven marketing”

Christian CALDATO and Luca ARTESINI, TSW S.r.l.

“Neuromarketing: scientific protocols to measure consumer perceptions of cosmetics”

Antonio COMELLI, Head Marketing, THRON S.p.A

“The data gold-mine: how to dig into it”

12.30

A teacher is a perfume

4 examples by EFCM-MBM students

12.45

Final Greetings

Dominique VICHARD, EFCM Academic Director, Uvsq
Lydie GUMERY, Pedagogical Director, Isipca
Alessandra SEMENZATO, MBM Deputy Director, UniPd

13.00

Buffet

14.00

Visit to the Botanical Garden

