



**New, Live 90-Minute Webinar**

## **Finding the Unconscious Drivers of Customer Behavior** **An overview of neuroscience and other advanced marketing tools to understand your customers at the deepest level.**

**Presented by Lindsay Zaltman, Partner & CEO, Olson Zaltman**

**November 16, 2017 1 p.m. Eastern Time (10 a.m. Pacific)**

**REGISTER TODAY!**

Are you struggling to find new insights about your core customer? Are you searching for more effective ways to attract your competitors' customers? Or, perhaps you're working on how to attract a whole new segment, like Millennials?

*Ask yourself, do you really understand customers' deepest needs and desires that are so vital to your company's success?*

If you answer no to this last question, you're not alone. Most marketers still use obsolete models of consumer behavior and outdated research tools to try to understand their customers.

No longer are traditional tools like focus groups and web surveys enough. Advances in technology and the mind sciences have changed the marketing research landscape. We now have the opportunity to use more powerful tools based on neuroscience that truly get inside our customers' minds.

In this webinar, we'll show you:

- What the new models of consumer behavior are and why there is a need to understand your customers more deeply.
- The latest tools being used in the marketing world now, including brain scans, facial recognition software and eye tracking equipment to name a few.
- How to assess when to use these tools and, more importantly, which tools have potential and which do not.
- The questions you need to ask to marketing research firms to find out if they are truly experts or charlatans.

This seminar is intended for:

- Marketing or marketing research professionals
- General managers
- Customer experience professionals
- Innovation or new product/service professionals

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**Webinar Presenter:**

**Lindsay Zaltman, Partner & CEO, Olson Zaltman**

Lindsay is Partner & CEO at Olson Zaltman, a world-renowned marketing strategy firm. Olson Zaltman specializes in helping clients build strategies around the unconscious thoughts and feelings that consumers have towards their products and services. Olson Zaltman is the pioneer in the industry in applying mind science to marketing research practices.



His firm has worked across diverse industries including gaming for companies such as Harrah's and Barona.

Lindsay is co-author (with Gerald Zaltman) of the book "Marketing Metaphoria" published by the Harvard Business Press. Marketing Metaphoria has been translated into seven languages. He is also co-author of a chapter in The Handbook of Marketing Research on manager-researcher relationships and a case study in the Harvard Business Review. He has been cited in numerous publications and events including TED Talks, The New York Times, Fast Company Magazine, The Los Angeles Times and Advertising Age. He was also the key brand consultant for filmmaker Morgan Spurlock in his movie on product placement and branding, The Greatest Movie Ever Sold. He has lectured extensively at various Fortune 500 companies and conferences around the globe.

He has extensive experience in the advertising and communications field. Prior to joining Olson Zaltman, he spent years as an Account Planner in ad agencies working with various technology, packaged goods, financial service and arts clients. Lindsay earned a Masters in Marketing Research from the University of Georgia and a BA in Anthropology from the University of Maine.

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**Webinar Cost: \$179 per computer that accesses the webinar**

**Satisfaction Guaranteed:**

**If you are not satisfied with the webinar we will refund your registration fee.**

**Registration and Payment Deadline: November 14, 2017**

*The seminar cost is based on the number of computers accessing the webinar, so you can set up a computer in a conference room and have multiple people participate in the webinar for one low price.*

**Recording: We sell webinar recordings for the same price as the live webinar. When you purchase a recording you get 90 days unlimited access to the recording, so you can use it for training sessions with managers who did not participate in the live webinar.**

**If you attend the live webinar and also wish to purchase the recording, we discount the recording price by 25%.**

**Cancellation fee:** for cancellations before November 14, 2017 the registration fee will be refunded less a \$59 cancellation fee.

The webinar PowerPoint presentation will be sent to participants on November 14, 2017. There are no cancellation refunds once the presentation has been sent to participants.

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**Questions**

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