

The 3rd Annual Habit Marketing Seminar: Elevate Your Business with Brain Science

A Half-day Seminar

Presented by KSU's Executive Education Programs
and the Cobb County Chamber of Commerce

December 7, 2012 ■ 8:00 am – 12:00 pm
Cobb County Chamber of Commerce
240 Interstate North Parkway ■ Atlanta, GA

Procter & Gamble is doing it, and so are Kimberly-Clark, Eli Lilly and Coca-Cola. These industry leaders, as well as scores of others, are using **Habit Marketing** to propel themselves to new heights. Pioneered by Dr. Neale Martin, Kennesaw State University's own global expert on unconscious consumer behavior, **Habit Marketing** is a specialized approach to business strategy that focuses on building, maintaining, and disrupting habits in consumers and organizations.

In this half-day seminar, Dr. Martin will share his unique perspective on how to work with both your customers' conscious and unconscious minds in order to obtain the most enviable of marketplace positions: *becoming a customer habit, not a choice*. Joined by Herb Sorensen, the preeminent authority on customer behavior in retail environments, participants will learn:

- How the unconscious mind influences customer behavior
- Which commonly held marketing beliefs will waste your money and lose you customers
- Strategies for disrupting existing customer habits; creating new customer habits; and maintaining existing customer habits
- How to use habit marketing to gain and hold onto new customers
- The flip side of habit marketing: the implications for organizational change

Scheduled Speakers:

Dr. Neale Martin



For the past eight years, Neale has been translating breakthrough insights from neuroscience, cognitive psychology, and behavioral economics into practical solutions for business managers and executives. At his consulting practice and through books, magazine articles, and presentations, Neale has helped companies all over the world adjust their marketing and business strategies to a new world wherein the customer's unconscious mind controls the vast majority of purchase and use behavior. Neale is the author of the highly regarded book *Habit: the 95% of Behavior Marketers Ignore*.

Dr. Herb Sorensen



Fast Company Magazine Innovator of the Year, Herb Sorensen, Ph.D., has studied how shoppers all over the world shop on a second by second basis. His revolutionary insights have re-written rules of retailing, including item management, store layout merchandising and marketing programs. Herb is the author of the bestselling book *Inside the Mind of the Shopper*, founder of TNS Sorensen, and inventor of shopping tracker technology PathTracker®.

For more information and registration, visit www.KSUExecEd.com/Habit

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