

**Guide**

# How the brain works



**PEAK XV**  
SUMMIT YOUR  
EXHIBITS



With the help of innovative technology and new marketing tools, we aim to activate our target customers by capturing their attention and creating an experience for them. "Thinking from a client's perspective" is a marketing concept that we've all heard about. Neuromarketing is not really new in that sense but, with ever-expanding online possibilities, it is now, more than ever, important to be aware of how our clients think and act. Wouldn't it be amazing if we knew what actually takes place in our customer's brain? Marketing campaigns would immediately pay off! We would know how to approach people, what drives them, what actions and reactions to expect. We would understand their behavior. Neuromarketing is a great tool that can help you achieve this by tapping into knowledge about human nature and psychology. Here's a brief explanation of what neuromarketing is and some pointers to start using neuromarketing when you next organize an event.



### **Neuromarketing: get inside your customer's head**

In a nutshell, neuromarketing is about understanding how and why customers make decisions. The goal? To boost sales. Companies and shops love to know why customers choose that specific chocolate bar with the purple wrapping. Or why the AllSecur commercial worked, and the ASR ad didn't. Asking the customer him or herself wouldn't help us much,

as research tells us that 95% of all decisions are made subconsciously.



### **How does neuromarketing work?**

Scientists use neuromarketing to discover what consumers really think of a product by measuring their brain activity and body language. This can be done in various ways:

- By using brain scans (fMRI scans), showing which parts of the brain light up when a person sees a certain product or engages in a specific activity. The part of the brain that lights up correlates to a specific emotion.
- By reading expressions on consumers' faces (Facial Coding). Each facial expression is linked to one of seven basic emotions, such as fear, happiness or surprise.
- By using EEG caps that measure brain waves. There are similar caps on the market for Eye Tracking: measuring eye movement. This allows scientists to establish exactly what catches the consumer's eye and how long he /she looks at it. **Why use neuromarketing during events?** It takes no more than 3 seconds for a person to decide whether

they like or do not like something, find something interesting or not. Not nearly enough time to even walk past an exhibition stand! The basic given here is that rational thought takes place in the left half of the brain whereas the right half is the center of emotion. The two connect very fast. For a positive decision, reactions from both sides of the brain must coincide. This process takes a maximum of 3 seconds. By using neuromarketing techniques, you can increase the popularity of your event, raise the number of visitors and create brand experience. First and foremost factor in determining the success of your event marketing campaign is understanding how your visitor feels. A few simple tricks can help you tune in to their feelings. They are derived from neuromarketing, are easy to learn and will support your effort.

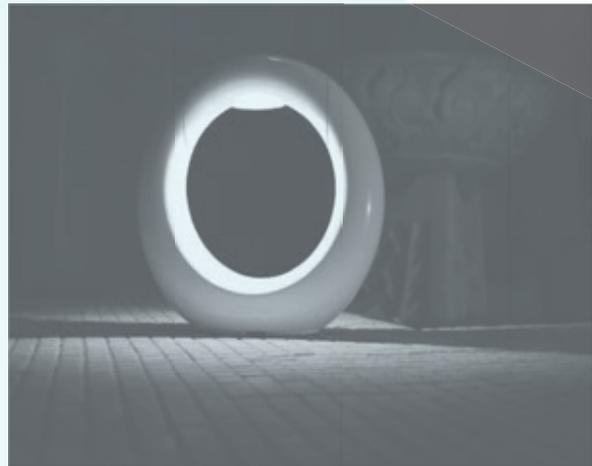
## IS YOUR PLAN SOUND?

Think from the perspective of your potential customer or visitor. What problem are they trying to tackle? Don't start with the solution. In communication, addressing the problems people are facing works much better than talking profusely about a pleasant experience, showing them a unique location of getting a great speaker. Imagine you are organizing an event for freelancers. You could construct your message around the challenge they face of constant income insecurity and worry about the future. Don't be afraid of being negative by talking about problems. You are actually hitting a nerve within your

target group. You are demonstrating understanding and compassion. That's how you stand out.

## Does your design appeal to your visitor's senses?

Nothing is as powerful as triggering the senses of your visitors. Visuals, touch, sound or smell: there are countless ways to enhance their experience. By appealing to their senses, you are planting a strong memory in their brain. Your attendance at the convention or exhibition has turned into a memorable event, which your visitors will enjoy and look back on with a smile on their face.



## USE COLOR & LOADS OF VISUALS

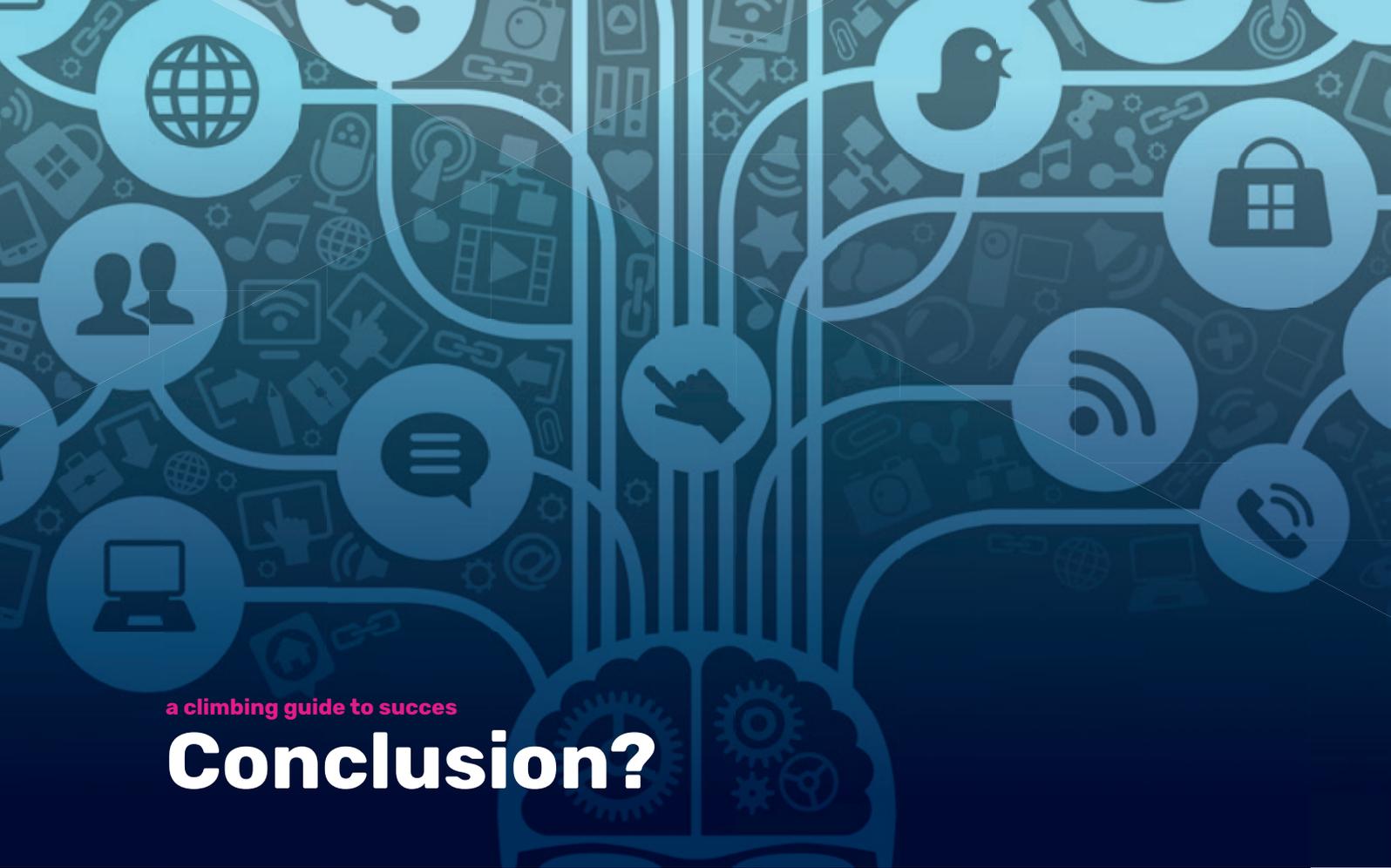
**- Use loads of visuals.** Here's why: our brain registers an image 60,000 times faster than it does written text. Of all the data processed by our brain, over 90% is visual, in other words, images. But, please note: words and images put together make for better retention than just words. On one condition: the words and the image must bear a relationship to each other.

**- Use pictures of faces.** Here's why: people are attracted to faces. They appeal to people's emotions. The human brain registers the image and the emotion in the same place and connects them in a matter of seconds.

**- Use color.** Here's why: we generally see better in color than in black and white. Colors affect our mood and our emotions. Red is a stop sign. Blue provides a sense of security. Ever thought of using multi-colored mood lamps?

### **Ambiguity attracts attention**

Our brain dislikes riddles. By being deliberately ambiguous, you can get attention. For example: you want to advertise your event on Facebook. Try using a picture that has nothing to do with the event. You'll be surprised; it really works. We call this cognitive dissonance. What you are doing is creating a slight disturbance in the minds of your target audience and actually getting them to pay more attention to what you really have to say. Here's another tip: in your call-to-action, use a positive and a negative recommendation. Also: use scarcity! For example: "Don't miss out, get your seat now!" In this way, you stand a better chance of motivating potential visitors to sign in. You are addressing their fear of missing out on something cool and exclusive: your event.



a climbing guide to succes

# Conclusion?

▮▮ HUMAN BEHAVIOR IS MESSY AND UNPREDICTABLE AND UNCONCERNED WITH CONVENTIENT SYMMETRIES. ▮▮

Neuromarketing will help to get you sorted for your next event or campaign, using psychology and knowledge of how the brain works in order to create impact. Concentrate on the mood of your audience and which problem you can help them resolve. That's step 1. Add emotion through storytelling and appealing to their senses. But... the human psyche is just as important in shaping our success. Human behavior is unpredictable and as marketers, we need to be aware of it. Make conscious choices, try out new things and make explicit what we learn from our experiments. Here' s the key to obtaining the best result!

We wish you lots of success for your next event. Need help with neuromarketing? Do you want more impact and more return for your participation at an exhibition? Contact your agent at PEAK XV. We'd love to tell you more!

