

Neuroscience Marketing in the Food Industry

Live Webinars



May 23th 11:00–12:00 CET
May 25th 14:00–16:00 CET
May 26th 14:00–16:00 CET

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Agenda

Date/Time	Title
May 23 11:00 - 12:00 CET	Neurobiological mechanisms underlying consumer preferences
May 25 14:00 - 16:00 CET	Research Techniques in Neuroscience
May 26 14:00 - 16:00 CET	Neuroeconomics & Neuromarketing Techniques
May 26 16:00 - 18:00 CET	Virtual Office Hours

- The webinar takes place within [AgTech7](#) project, funded by Erasmus+.
- The presenter is [Dr. Maria Tziraki](#), Academic Director of Postgraduate Programmes in Neuropsychology, CITY College, University of York Europe Campus, representing South East European Research Centre.
- You will receive certification of attendance.



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