

KEYNOTE SPEAKER:

## Denise Turner (Colorist at Color Turners, USA)

### Colors Unveiled: The Truth Behind Color & How It Drives Sales



COLOR is the primary reason for purchase more than 85% of the time. This seminar focuses on the LOHAS consumers, with an emphasis on packaging. Colors Unveiled is a fusion of Color Physiology, Color Psychology, Cultural Color and marketing. You'll gain a greater understanding of what is going on inside someone's mind, (including your own) just by studying their color choices. Additionally you will see the 2012 European color trends and learn what's driving them.

YOU WILL:

- Gain insight into the LOHAS phenomenon and how it's changing color and design trends.
- Through a sensory experience, feel the difference of color's light waves in your electromagnetic field and use it to your business' advantage.
- See how colors affect your emotions, behavior, energy level and health.
- Gain knowledge on the financial impact of cultural colors and which ones are taboos.
- Learn how CMG (Color Marketing Group) Color Forecasters track colors and trends; see how they turn their knowledge into sellable goods.

**Denise Turner, ASID, CID, CMG is an award winning international colorist, Certified Interior, color & design trend forecaster, speaker, author and president of the Color Turners.**

KEYNOTE SPEAKER:

## Charles Spence (Professor at Oxford University, United Kingdom)

### Multisensory Packaging: A Cognitive Neuroscience Perspective



The last few years have seen the rapid development of a range of novel packaging technologies that are currently enabling many companies to engage in radical innovation in terms of the multisensory packaging of their products. But just what multisensory attributes should one's packaging have?

In this talk, I will highlight some of the most important recent developments in multisensory packaging design and innovation. A number of the most exciting recent examples of packaging highlighting the importance of the sight, sound, feel, smell, and, in some cases, even the taste/flavour of a product's packaging will be discussed. The latest research demonstrates how, at its very best, multisensory packaging can significantly enhance a consumer's multisensory product experience. I will introduce several case studies in order to illustrate how the latest insights from the fields of experimental psychology and cognitive neuroscience are now starting to provide insights concerning the design of novel multisensory packaging; Packaging that is starting to stimulate the consumer's senses more effectively and make the products more memorable and enjoyable.

**Professor Charles Spence is an award winning and prominent scholar in experimental psychology. He is the head of the Crossmodal Research Laboratory at the Department of Experimental Psychology, Oxford University. Professor Spence is also a Sensory Marketer and has acted as a consultant for a number of multinational companies.**