

9.00-9.30 Registration&Welcome coffee

9.30-10.00

- ✓ **How customer habits contribute to your product/service success**

10.00-11.00

- ✓ **One Brain  Two Minds. Habitual and the executive mind**
- ✓ **Customer satisfaction or customer loyalty?**

11.00-11.15 Coffee Break

11.15-12.30

- ✓ **Marketing Strategy based on Habitual Mind**
  - **New products and services: Creating mental models and building habits to maximize sales**
  - **Use habits in Personal selling, Sales promotions and PR**
  - **How to position your brand for habit-based marketing**

12.30-13.30 Lunch Break

13.30 – 14.30

- ✓ **4 Steps to Behavioral Marketing**
- ✓ **Applications and examples from B2B and services sector: Retail, IT, Medical services, Automotive**

14.30- 15.00 **Q&A Session**

**Location: Capital Plaza Hotel, Ion Mincu Conference Room**