



workshop on **Consumer Neuroscience**

THEME

**Neuromarketing Impact: Celebrating 15+ Years of fMRI Work in
Consumer Research and Marketing**

WORKSHOP FACILITATORS

Bill Hedgcock University of Minnesota
Martin Reimann University of Arizona

TIME AND PLACE

- Thursday, October 20, 2022
- 9:00am–11:30am
- Sheraton Denver Downtown Hotel
1550 Court Pl
Denver, Colorado 80202
Meeting room: **Plaza Court 3**

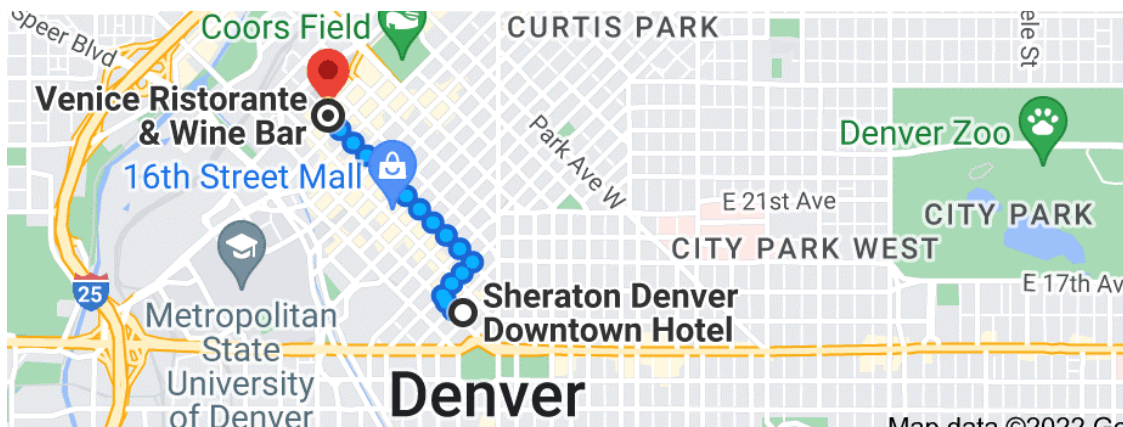


Courtesy of Google Maps

GAME PLAN

PRE-WORKSHOP DINNER on WEDNESDAY, OCTOBER 19, 2022:

- What: Informal dinner and social even for those arriving early. We have reservations at Venice Ristorante & Wine Bar at 07:00pm. It is a 15–20-minute walk from the hotel, or a short (free) shuttle ride on 16th Ave. RSVP (reimann@arizona.edu) if you plan on joining us. Meet us at the **Sheraton front desk** at 06:30pm to walk over.
- Where: **Venice Ristorante & Wine Bar**, Denver, Colorado
- When: 07:00pm–09:00pm



WORKSHOP ON CONSUMER NEUROSCIENCE on THURSDAY, OCTOBER 20, 2022:

- What: ACR preconference workshop to celebrate consumer neuroscience research. We have invited authors of fMRI papers published in marketing journals (e.g., JMR, JCR, JCP, JACR, and JAMS) to summarize their research. In addition, we will discuss how this work has contributed to the discipline and how to improve future impact.
- Where: **Sheraton Denver Downtown Hotel**, Denver, Colorado
Meeting Room - Plaza D
- When: 09:00–11:30am

AGENDA for THURSDAY, OCTOBER 20, 2022

- 9:00am–09:15am: Registration and light refreshments
- 9:15am–09:30am: Welcome and opening remarks
Bill Hedgcock, Carlson School of Management, University of Minnesota
- 9:30am–10:20am: Paper summaries and discussion
- 10:20am–10:30am: Networking refreshment break
- 10:30am–11:25am: Looking at the past and the future: Results from our survey and discussion
Bill Hedgcock, Carlson School of Management, University of Minnesota
Martin Reimann, Eller College of Management, University of Arizona
- 11:25am–11:30am: Wrap Up
Martin Reimann, Eller College of Management, University of Arizona

SELECTED ACR EVENTS on THURSDAY, OCTOBER 20, 2022 (see ACR Program for details)

- 02:00pm Early Career Workshop
- 02:00pm Career Workshops
- 06:00pm ACR Welcome Reception

WORKSHOP SPONSORS

