

CONTINENTE

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UNDERSTANDING CONSUMER QSP SUMMIT '17

SPEAKERS



PACO UNDERHILL Consumer Science Shopping Anthropologist	KYLE NEL In Store Innovation Lowe's	LI HUANG Consumer Behavior INSEAD	THOMAS RAMSØY Unconscious Consumer Neurons Inc	HARPER REED Mobile Braintree Ex-CTO Obama Campaign	FARRAH BEZNER Brand Culture Mondelēz	DAVID SHING Disruptive Marketing AOL	JESSICA FEDERER Health Science Bayer	ALISÉE DE TONNAC Emerging Markets Seedstars World	RASHIK PARMAR Innovation IBM	BEATRIZ RUBIO Team Building Remax
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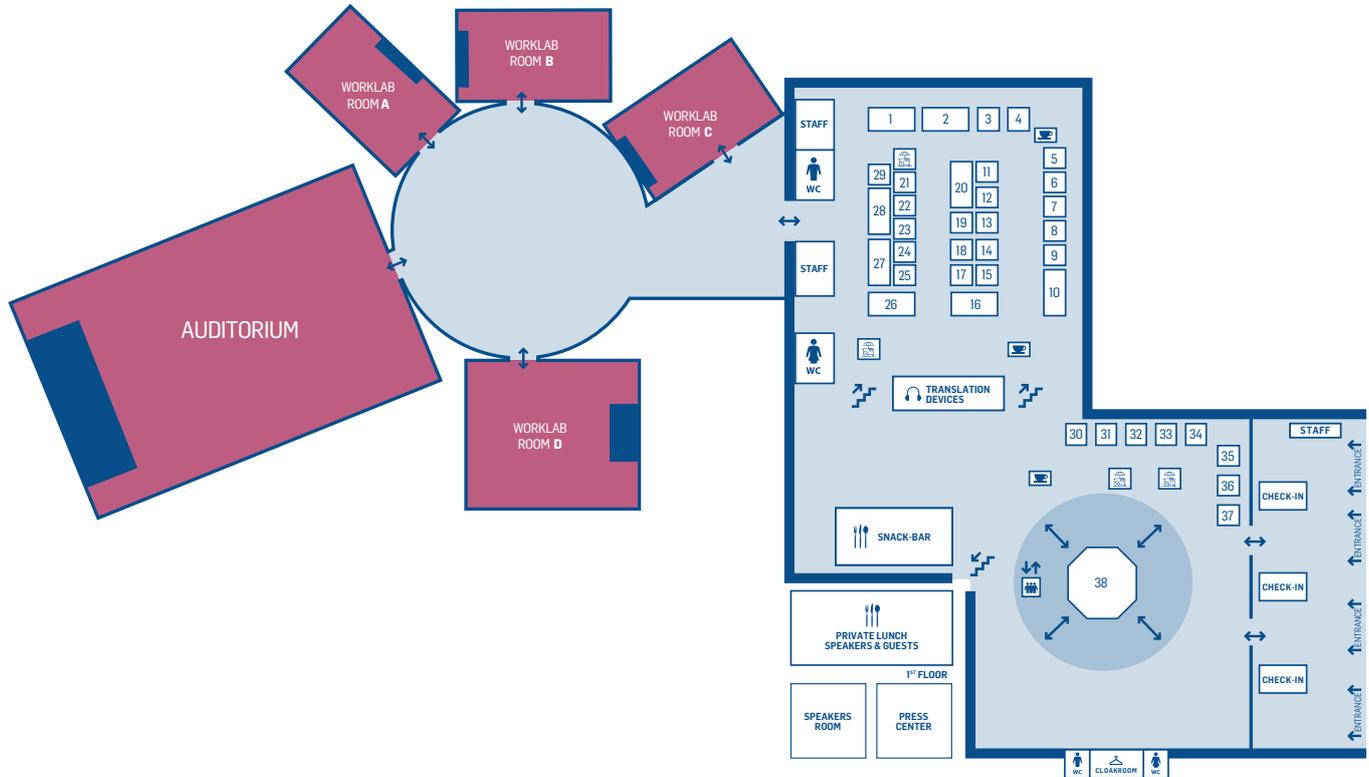
TRENDS FORUM



FRANCISCO BALSEMÃO Impresa	BERNARDO CORREIA Google	DAVID DINIS Público	GONÇALO REIS RTP	MIGUEL ALMEIDA NOS	RUSSELL STOPFORD FC Barcelona	GIULIANO GIORGETTI AC Milan
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EMOTIONAL BRANDS

Information: QSP - Consultoria de Marketing, Lda. Av. da Boavista, 1167 - 4^ª andar, sala 5 - 4100-130 Porto - Portugal - **Help-desk:** +351 916 252 000
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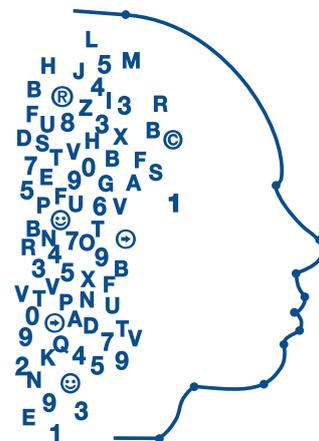
QSP Summit is one of the most relevant Marketing and Management Conferences in Europe and, once again, gathers global leaders who set trends.

In this edition, under the theme "Understanding Consumer", we will reflect about the deep changes of the consumer and how these are reflected in the behavior and places of purchase. What are the reactions and triggers of the consumer? What changes will stores have to make to create a better consumer connection? What are the main market trends?

We will address diverse topics, such as: brand activation, product design, brand language, data protection, new technology solutions, content distribution, consumer of emerging markets, artificial intelligence, emotional brands, health digitalization, team management and construction, organizational culture and disruptive marketing plans. These contents, among others, will surely deserve the attention of the audience with new market visions.

The event features world-class speakers on both the Main Stage and Worklabs, Trends Forum and Disruptive Hall. An intense day of knowledge exchange, networking, debate and experiences on new solutions and products in the exhibition area.

Join QSP Summit 2017. Be part of the more than a thousand people, that with QSP are in the vanguard of these topics, every year.



SPEAKERS



PACO UNDERHILL | Shopping Anthropologist,
Founder and President of EnviroSell

Paco Underhill is one of the era's foremost shopping anthropologists, and the founding President of EnviroSell, the New York-based behavioral research and consultancy firm focused on commercial environments. His first book, "Why We Buy: The Science of Shopping" was an internationally recognized bestseller and has been published in 27 languages. "Call of the Mall: The Geography of Shopping" was released in 2004 and has been called a humorous walking tour of an American shopping mall. His newest book "What Women Want" focuses on how the changing status of women affects the physical world we live in.

Underhill's columns and editorials have appeared in The New York Times, Money Magazine and The

Wall Street Journal, among others. He is an expert on global consumer trends, and tailors his presentations to the specific needs of his clients. Whether he is working with McDonald's, Starbucks, Estée Lauder, Bloomingdale's or Blockbuster, Underhill provides companies with the insight needed to truly understand their customers. From buying behavior to consumerism in the modern world, Underhill's insightful and entertaining presentations have been lauded worldwide.

Underhill has more than 20 years of experience in research and consulting. In 1975, he became a member of Project for Public Spaces, a New York-based firm specializing in land use planning and management.

In 1977 and 1978, Underhill taught in the Doctoral

Program in Environmental Psychology at City University. In 1979, he formed Environmental Analysis & Planning Consultants and began to apply his research methodologies to issues he had developed in retail environments.

UNDERSTANDING CONSUMER

For more than 30 years Paco Underhill have been watching and measuring how the world shops. That work has taken him to 46 countries, including Portugal. Paco believes that shopping is one of the reflections of social change.

key points

- The evolution of visual language. How we see is changing faster than how we read or talk. Thanks to movies and internet, the connection between our eyes and brains has never been better
- The changing status of women is driving commercial trends. We used to sell women clothing food and cosmetics. They are buying everything now
- Convenience is the main driver of modern shopping. As important as it is to save money
- What is global and what is local? The way someone shops in Porto and the way some shop in Lisbon is different. How do we get local?
- Often, in order to sell, we have to educate first. The key to the interface between online and physical locations is the ability of customers to access and manage information



LI HUANG | Professor of Organizational Behavior,
INSEAD

Professor Huang is an expert on the psychology of power, creativity, and negotiations. Professor Huang has published in leading academic journals such as Academy of Management Journal, Organizational Behavior and Human Decision Processes, Psychological Science, Social Psychological and Personality Science, and Behavioral and Brain Sciences. Her research has been recognized by the scientific community through awards and grants from the American Psychological Association and the Dispute Resolution Research Center. Her research and insights have also received numerous media mentions including The Economist, The Wall Street Journal, Forbes, Scientific American, Business+Strategy, The Boston Globe, Canada's Globe and Mail, and The Times of India.

Aside from teaching in the MBA and the PhD program, Professor Huang teaches in open-enrollment and company-specific executive programs.

Professor Huang holds a Ph.D. from the Kellogg School of Management at Northwestern University, a M.Sc. from the Guanghua School of Management at Peking University, and a B.A. (honors) from Renmin University.

SARCASM: DESPICABLE OR ENLIGHTENING?

Most people claim to enjoy humor. Not everyone feels the same way about sarcasm, an aggressive form of humor. Indeed "communication experts" often instruct people to avoid sarcasm, or expressions intended to humorously communicate one's meaning

through language that signifies the opposite. Because sarcastic remarks often express the poisonous sting of contempt, they can undermine relationships and obstruct communication. The overall experience of sarcasm, however, may be more nuanced. Not only is sarcasm more humorous and memorable than direct communication, it has cognitive benefits too. In this presentation, Professor Huang will show you data from a number of experimental studies, demonstrating that sarcasm can increase creativity and perspective taking in its audience. She will also discuss the implications of these findings for marketing professionals, especially those who seek to market creative products and services or those who are simply in need of a more attentive audience.

key points

- Sarcasm increases creative thinking in speakers and recipients
- Receiving sarcasm makes individuals better at taking other's perspective
- Using sarcasm with trusted others reduces the harmful effect of sarcasm on relationship
- Organizations and individuals may consider using sarcasm selectively to inspire receptiveness to innovative brands
- They may also consider using sarcasm selectively when promoting dissenting opinions

SPEAKERS

KYLE NEL | Executive Director, Lowe's Innovation Labs



Kyle Nel is the founder and Executive Director of Lowe's Innovation Labs, part of Lowe's Companies, Inc., leading a team responsible for driving the company's innovation vision, strategy and growth. His longstanding passion for changing human behavior led him to create a methodology, network and global team that is propelling the company in new directions while promoting learning, excitement and possibility for tomorrow.

Under his leadership, Lowe's Innovation Labs has introduced projects including the Lowe's Holoroom augmented and virtual reality design experience, the OSHbot autonomous retail service robot, and 3D scanning and printing services at retail. He has cultivated a network of uncommon partnerships such as that with Made in Space to send the first commercial 3D printer to the International Space Station, and launched a disruptive technology startup accelera-

tor and incubator in Bangalore, India.

Kyle was recognized on the 2015 Advertising Age "40 under 40" list and previously held positions in market research with Lowe's and the Walmart Global Insights Group. He holds an MBA from the AC Nielsen Center for Marketing Research at the University of Wisconsin and a Bachelor's Degree in Business Management from Brigham Young University-Idaho.

HOW LOWE'S USES SCIENCE FICTION TO DISRUPT THE FUTURE

In an age of exponentially accelerating technologies, there has never been a more electrifying time for organizations to harness the promise of innovation. For those organizations approaching the innovation process with a focus on market needs first, and

technology second, there is boundless opportunity to embrace disruption – rather than be disrupted.

Lowe's Innovation Labs (LIL), the disruptive technology arm of home improvement retailer Lowe's, is breaking new ground by articulating the future in the form of intuitive narratives, in comic book form, about how technology could benefit consumers and change the future of the business.

From these narratives, LIL identifies uncommon partners with whom it can work to co-create new technology solutions. Working alongside these partners with an end business goal in mind has pushed the partnerships and technologies further and faster in ways neither could have anticipated at the outset. Join this session to learn more about how to apply this narrative-driven innovation process within your organization.

key points

- We live in an exponential world but almost all organizations act as if it is linear. Exponential organizations thrive while linear organizations disappear
- In order to be a part of the exponential future, Lowe's has created the Lowe's Innovation Labs to embrace and create disruption
- LIL created and uses a proprietary narrative driven innovation methodology to hire science fiction writers, make comic books and redefine the future of this Fortune 50 company
- This methodology can be applied within any organization to achieve the seemingly impossible (e.g. the first store in space, the first autonomous in-store robots, etc.)

HARPER REED | Ex-CTO Obama Campaign, Braintree



Harper Reed is a US-based technology engineer, innovator and entrepreneur. He has been called a "tech pioneer", a "digital wizard" and "hard to miss in a room". He is fascinated by how technology continues to shape, transform and empower human behavior. He is currently the Head of Commerce at Braintree, a PayPal Company.

In 2012 Harper Reed was responsible for delivering Barack Obama's online campaign and get-out-the-vote program. As Chief Technology Officer at Obama's campaign HQ in Chicago, Harper Reed was the man who was responsible for engineering perhaps the most sophisticated political campaign of all time.

From 2005 to 2009, Harper Reed was the CTO of Chicago-based clothing company Threadless, one of the first successful crowdsourcing companies, and helped increase revenue tenfold during that period. From 2009 to 2012 he consulted for companies like Rackspace, an innovative cloud-based website host, and Sandbox Industries, a forward-thinking venture capital company which funds hundreds of tech projects in their early stages and then launches the best few.

Harper Reed is a brilliant speaker on how technology can enhance business performance, foster organizational creativity and build strong teams. He also spe-

aks eloquently on the state of data security on the internet and the demographics and constituencies of US politics.

MOBILE

In a world where everyone is carrying a computer in their pocket, data has become very important. From analytics to targeting, data is a part of every bit of our world. However, it's in their hands to have the responsibility to be safe and secure with people's data. How can they balance the convenience of having data with the security and safety their users expect?

key points

- Mobile is here to stay
- Data is increasingly important
- A data point is often a person
- How do we be safe?

SPEAKERS



THOMAS Z. RAMSØY | Founder & CEO of Neurons Inc,
Adjunct Faculty Member, Singularity University

Thomas Ramsøy is considered one of the world's leading authorities on applied neuroscience, i.e., how we employ the latest tools and insights from neuroscience to better understand and affect daily behaviors. In his work, Thomas Ramsøy consults the world's largest companies, such as Google and Facebook, as well as governmental agencies, in affecting product design and consumer understanding.

His background is an eclectic mix of a BA in Traditional Economics, MA in Psychology and PhD in Neurobiology. From 2008 to 2015, he founded and headed the Center for Decision Neuroscience, one of the most successful academic labs on applied neuroscience, at the Copenhagen Business School and Copenhagen University Hospital. Ramsøy's numerous publications have been cited more than 1,000 times, and he has written the bestselling textbook on neuromarketing and consumer neuroscience,

and more than 50,000 people are taking his online course on the same topic.

Today, Thomas Ramsøy heads the fastest growing applied neuroscience company, Neurons Inc, with HQ in Copenhagen and with offices and representations in Europe, Asia, North and South America.

SUPERNORMAL PRODUCT DESIGN – HOOKING UP WITH THE BRAIN'S EVOLUTIONARY PAST

How can products and services be designed to trigger interest and emotional responses? During the past couple of decades, our understanding of the human mind has flourished and grown exponentially, yet these insights have been hard to translate into actionable insights. At the same time, products have changed their look and feel dramatically, and are triggering increasingly stronger emotional responses and behaviors.

Today, one major leap of understanding these mecha-

nisms lies just within our reach. By realizing that certain aspects of an item can trigger high degrees of interest and desire, it is possible not only to utilize this insight but to tailor products and services to new and extreme degrees. Indeed, many brands already do so, albeit in a less planned and controlled manner.

By understanding certain key properties of the human mind, and the brain's evolutionary past, we can design products and services that produce extraordinarily strong responses and lead to habitual behaviors. Such items, which we can call supernormal products, have the capacity to trigger and maintain customers' minds and actions. Conversely, by understanding these supernormal triggers and responses, we can avoid making mistakes and errors in the design process.

key points

- The abundance of supernormal design -- wherever we see, we can find supernormal products, and they have evolved over cultural time
- The mechanism of supernormal responses -- understanding key brain mechanisms of wanting, liking and habit formation empowers us in the design process
- From saliency to frames -- we can identify key parameters that affect interest, response, and choice
- How to design a supernormal product -- what are the key ingredients of products and services that you can utilize?
- Going out of harm's way -- how to use insights on the supernormal to avoid making mistakes



FARRAH BEZNER | Head of New Business Ventures,
Mondelēz International

Farrah Bezner is a passionate disruptor, relentlessly focused on identifying new ways to build powerful, authentic consumer connections that deepen brand affinity and create business value. Recently, Farrah Bezner led the development of The Patch (a Sour Patch Kids' brand), a program that supports emerging musicians who are on the road by immersing them into a community of like-minded creatives. Prior to this work, Farrah Bezner led transformational programs for iconic brands such as Philadelphia Cream Cheese and Trident. Currently, Farrah Bezner

serves as Head of New Business Ventures for Mondelēz International. Within this role, she is constantly adapting, exploring new business models and methods, and pushing the boundaries of a traditional CPG company.

BRAND CULTURE MANAGEMENT

Culture by definition is a natural evolving process, whereas brand marketing is typically planned. So, the question is, can you market your way into cultu-

re? Farrah Bezner, Head of New Business Ventures for Mondelēz International, will discuss the importance of staying culturally relevant, and how to connect with consumers by adapting to change, while remaining authentic to the brand.

key points

- Great marketing plans start with a solid understanding of the business
- It's critical to know your brand and consumer at the deepest level before you try to insert it in culture
- Staying authentic to the brand and audience, and pairing up with the right culturally relevant partners
- As "culture hackers," it's about challenging the way things have always been done and taking appropriate risks
- At the end of the day, it's still about business results

TRENDS FORUM



BERNARDO CORREIA



Country Manager,
Google Portugal



FRANCISCO PEDRO
BALSEMÃO



CEO, Grupo Impresa



GONÇALO REIS | President, RTP



MIGUEL ALMEIDA | CEO, NOS



key points

- To what extent will we get to know information consumers? And how far will that change us?
- Is content curation still valuable? Is the value of truth and lie the same today?
- How will the new distribution change (or has already changed) content production?
- How will the human life be (content production and distribution) after the 4th industrial revolution?
- And what about sharing risks and benefits? In a world of increasingly global content, with very dominant players, will we have more dependence or interdependence?

MODERATION:
DAVID DINIS
Director, Público
Time: 75 minutes



DISRUPTIVE HALL

DAVID SHING | Digital Prophet,
AOL



key points

- Consumers are no longer consuming content, they are the creator, the critic, the curator
- Brands that reflect back cultural change as marketing will win
- Consider disrupting your business while you are on top, not while you are being disrupted
- Brands should consider the ideas of the people using their products and not their own ideas
- Don't think about digital marketing. Think about marketing in a digital world. People already think that way

MODERATION:
VÍTOR BRIGA
Creativity Trainer
Time: 60 minutes





INNOVATION

SPEAKER

Rashik Parmar

Technical Executive Europe
Distinguished Engineer, IBM

key points

- Almost every aspect of daily life is underpinned by digital technology and we are approaching the point where everything is digital. What comes next?
- What are the productivity opportunities created by the emerging of technologies that are inspired by understanding the operation of the brain and artificial intelligence?
- What kinds of new business models will emerge going forward?
- What are the capabilities an organization needs to be successful in the future?
- When should an organization start in preparing for the future?

MODERATION:

DANIEL CATALÃO
Journalist - Anchor, RTP
Time: 60 minutes



CONSUMERS OF EMERGING MARKETS

SPEAKER

Alisée de Tonnac

CEO and CoFounder,
Seedstars World

key points

- Leapfrogging innovation in emerging markets: how market adoption happens quicker in countries where adoption solves a societal problem and is not another "nice" fad
- The dominance of the mobile economy in emerging markets and how consumer habits and trends are changing fast
- Emerging markets become the new innovation lab for the latest technologies
- From the emergency and obstacles that these markets face, rises an extremely dynamic and resilient entrepreneurial ecosystem
- The arbitrage of talent: Largest pool of untapped talent is still found in Africa with countries like Nigeria that are expected to represent over 300 million people by 2050

MODERATION:

ANA HELENO
Marketing and Communication Director, Global Media Group
Time: 60 minutes



WORKLABS



HEALTH FORUM

SPEAKER

JESSICA FEDERER

Leading Digital Development, Bayer

key points

Driving Digital Transformation in the Life Sciences

- How is digital enabling new business models in the life sciences?
- What do emergent digitally enabled business models mean for traditional industry and how are companies changing?
- What are the new opportunities for younger digital companies to work with traditional industry and how can they start these partnerships?
- What meaningful benefits does this bring to consumers?

MODERATION:

DUARTE ARAÚJO
Executive Member of Riopete, Chairman of Oasis Plaza
Time: 75 minutes



SCIENCE OF SHOPPING

SPEAKER

Paco Underhill

Shopping Anthropologist,
Founder and President
of Envirosell

key points

- Our eyes age in the same way. The way we see color at 25 and at 55 is different. We need to be careful on how we design for our target customer
- 90% of us are right handed. That governs both how we move and how we see
- Men and women have different body bubbles which drive our personal understandings of private and public spaces
- We move in social clusters in physical spaces and as part of social media groups in cyber space. Understanding the basic rules is important
- Shopping will change more in the next five years, than it had in the previous 50. We must pay attention if as merchants and marketers we want to survive much less prosper

MODERATION:

MARTA CUNHA
Client Director, Sonae
Time: 60 minutes





EMOTIONAL BRANDS

SPEAKER

Giuliano Giorgetti

Digital and Social Manager,
AC Milan

Russell Stopford

Digital Director,
FC Barcelona

key points

- The Emotional Brands of today vs Emotional Brands of the past. What's changed?
- Global Consumers vs Regional (Local) Consumers. Who's more important and should be our key focus?
- TV Broadcasting vs Digital Broadcasting for International Development and Engagement? Where are we heading?
- How important is Entertainment, Celebrity Management, Marketing Strategies and Creativity?
- What is your biggest challenge for the near future? What can Football learn from other Sports and Commercial Brands?

MODERATION:

FRANCISCO LAMPREIA
Managing Director, Fordham Sports Image Rights
Time: 75 minutes



TEAM BUILDING

SPEAKER

Beatriz Rubio

CEO, Remax

key points

- The importance of taking action
- Results versus comfort zone
- Market challenges and swiftness
- Determination: the success is with the ones who dare the most
- Government Influencers: Action/Celebration

MODERATION:

HÉLDER PAIS
Managing Partner and Career Manager, Global HeadHunters
Time: 75 minutes



SCHEDULE

TIME QSP SUMMIT 2017 - UNDERSTANDING CONSUMER

08h00-09h15 REGISTRATION

09h15 WELCOME SESSION

09h30 **PACO UNDERHILL**

10h20 **LI HUANG**

11h00 COFFEE BREAK AND NETWORKING

11h30 **KYLE NEL**

12h10 **HARPER REED**

12h50 - 14h15 BREAK AND BOOK SIGNING

14h15-15h15 **DISRUPTIVE HALL** | **INNOVATION** | **CONSUMERS OF EMERGING MARKETS** | **SCIENCE OF SHOPPING**

DAVID SHING
Moderation: Vítor Briga

RASHIK PARMAR
Moderation: Daniel Catalão

ALISÉE DE TONNAC
Moderation: Ana Heleno

PACO UNDERHILL
Moderation: Marta Cunha

15h30 **THOMAS RAMSØY**

16h10 **FARRAH BEZNER**

16h50 COFFEE BREAK

17h10-18h30 **TRENDS FORUM** | **EMOTIONAL BRANDS** | **HEALTH FORUM** | **TEAM BUILDING**

FRANCISCO P. BALSEMÃO
BERNARDO CORREIA
GONÇALO REIS
MIGUEL ALMEIDA
Moderation: David Dinis

RUSSELL STOPFORD
GIULIANO GIORGETTI
Moderation:
Francisco Lampreia

JESSICA FEDERER
Moderation:
Duarte Araújo

BEATRIZ RUBIO
Moderation:
Hélder Pais

REGISTRATION



To participate in this event, you must complete correctly the enclosed registration form - or you can download it in www.qspmarketing.pt/summit - jointly with the payment proof, please send both to the following email, fax or address.

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PROTOCOLS

AEP - Portuguese Entrepreneurial Association
AIDEC - International Association for Development and Business Competitiveness
ANJE - National Association of Young Entrepreneurs
ANPME - National Association of Small and Medium Enterprises
APCOR - Portuguese Cork Association
APPM – Portuguese Marketing Association
AMES - Asociación de Marketing de España
ATP – Textile and Clothing Association of Portugal
BPCC - British Portuguese Chamber of Commerce
POPAl - The Global Association for Marketing at-Retail

10% discount in individual and corporate passes, 5% discount in premium passes, not cumulative with advanced purchase.

REGISTRATION INCLUDES:

- Free access to conference
- Dossier with conference presentations
- Coffee Breaks
- Participation certificate
- Free access to exhibition area
- Free access to worklabs according to availability
- Internet Wireless Free

Limited Capacity

SIMULTANEOUS ENGLISH TRANSLATION AT AUDITORIUM

Lunch not included

NOTES:

The content of presentations is completely speaker's responsibility.

For greater reasons, small changes in the program may occur.

For additional information, please visit our website:

www.qspmarketing.pt/summit

- Registrations according with auditorium capacity.

PASS	FEE	UNTIL 31st JANUARY
Individual	550 €	500 €
Corporate (3)	1.500 €	1.400 €
Premium (10)	4.700 €	4.350 €

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