

From **Mary O'Hara-Devereaux**, Vistage Chair and  
Members of Vistage Chief Executive Group 3315

what

*Featured Presentation*

**Neuromarketing Strategy:  
Understanding the  
Buy Buttons in Your  
Customer's Brain**

**Christophe Morin**  
*CEO, SalesBrain*

where

**The City Club  
of San Francisco**  
155 Sansome, 10<sup>th</sup> Floor  
San Francisco, CA 94104

when

**Wednesday, February 4, 2009**

**8:30 a.m. – 1:00 p.m.**

*Complimentary continental breakfast &  
lunch will be served*

how

To reserve your place at this event,  
please contact:

Diana Kimbrell  
Phone: 415 331 1334  
E-mail: [diana@kimbrell-co.com](mailto:diana@kimbrell-co.com)

**Please register by February 2nd**

**Neuromarketing Strategy: Understanding the  
Buy Buttons in Your Customer's Brain**

Drawing from the latest findings in neuroscience, Christophe Morin and Patrick Renvoisé have developed the first neuromarketing workshop. Neuromarketing, an emerging new branch of marketing enhances all the fundamentals of sales and marketing by increasing their actual impact on the brain of your customers, employees, and even potential investors. This program will:

- Offer unique insights into how decisions are made by the human brain
- Describe why the "Old Brain" makes the final decision
- Unveil the only six stimuli that will directly impact and persuade the "Old Brain"
- Define the 4 critical steps that every organization or individual should master to sell effectively
- Teach revolutionary techniques that will allow members to convey their message in a unique, memorable, and meaningful way

During the workshop, members will practice the four steps on their own business so that they leave with concrete action items they can start implementing immediately. The workshop uses a mixture of teachings, exercises, videos, and stories to make sure that members assimilate, integrate, and retain all the concepts.

**About Christophe Morin**

Christophe Morin is a former Vistage member with more than 25 years experience in consumer research, management, and business development. Before co-founding SalesBrain, he was chief marketing officer with RStar Networks, a publicly traded company that created the largest private network ever deployed for US schools. Morin has made multiple media appearances worldwide and is co-author of the book "Neuromarketing: Understanding the Buy Buttons in your Customer's Brain."

***Economy in Upheaval-Update!***

Mary O'Hara-Devereaux, Chair of Vistage Group 3315 and a renowned global business forecaster will give her 2009 update and engage in a facilitated discussion about the economy and what's in store next and how to spot the beginnings of a recovery.

**About Vistage**

For more than 50 years, CEOs and their senior executives have been helping each other become better leaders, make better decisions, and achieve better results through Vistage International, ([www.vistage.com](http://www.vistage.com)) the world's leading chief executive organization. Vistage helps CEOs grow their businesses through monthly problem-solving meetings with peers, individual coaching, expert speaker workshops, Web-based best practices and access to a worldwide network of more than 14,500 executives.