

# SCENT world

*Conference & Expo 2009*

*Las Vegas*

*November 19/20/21 2009*

*Conceived, organized and produced by the*

**SCENTMARKETINGINSTITUTE**

*The leading authority on scent-supported marketing*

## AGENDA



### *Thursday, November 19, 2009*

*5:00 pm: Registration opens*

*6:30 pm: Poolside welcome reception*

***Sponsored by Prolitec***

### *Friday, November 20, 2009*

*7:00 am: Registration opens*

*8:00 am: Scent Marketing Leadership Circle Breakfast (Invitation only)*

*8:00 am: Continental Breakfast served in the exhibit area  
(Renaissance Ballroom)*

*9:00 am: Exhibits open*

*9:15 am: Welcome & Opening Keynote:*

*"The effects of sensory stimulation on consumer perception.*

*The framing of customer experience" by Kathryn A. LaTour, Ph.D.,*

*Associate Professor of Hospitality Marketing at UNLV*

*10:15 - 11:00 am: "Meat for the King!*

*The Scent of a Royal Burger and other fragrant brand stories"*

*from Mark Crames, CEO Demeter Fragrance Library*

*Coffee Break*

*11:15 - 12 noon: "Are you hungry yet?*

*How scented packaging conveys product value and drives our appetite"*

*with Steven Landau, CMO/CTO ScentSational Technologies.*

*12:15 - 1:00 pm: "There's nothing to be afraid of!*

*The challenges for a Scent Marketer in the sales process",*

*with Antti Pasila, CEO ideair, Finland.*

*1:00 pm- 2:15 pm: Lunch Break*

## AGENDA



### *Friday, November 20, 2009 (continued)*

*2:15 - 3:00 pm: "Show and tell. The Four Stories that sell your brand",  
with Tamzin Lovell from Talking Sense in South Africa.*

*3:15 - 4:00 pm: "Vive le ROI!  
How to achieve the Return from your Scent Marketing Investment"  
with Véronique van Osselaer, Product Development Director Europe  
for Ambius.*

*Afternoon Coffee Break*

*4:15 - 5:00 pm: "That's all it takes :-)  
Seven prerequisites to make Scent Marketing happen"  
with Harald H. Vogt, Founder Scent Marketing Institute*

*5:15 - 6:00 pm: "Come and Play!  
Why Las Vegas is the longest running Scent Marketing success story",  
with Mark Peltier, President AromaSys.*

*6:00 - 8:00 pm: Cocktail Reception  
Sponsored by AromaSys*