

EVENT MARKETING & BRANDING

Neurobrand Experience Design & Sensory Marketing 2030

A two-day programme in sensory marketing & brand experience design, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Deep dives into consumer neuroscience, cognitive psychology, and multi-sensory brand activations. Participants will discover how light, sound, olfactory cues, and tactile interactions influence memory retention, emotional attachment, and decision-making.

What participants will learn

- 01** Apply cognitive neuroscience findings to maximize brand recall and attendee engagement.
- 02** Craft intentional multi-sensory touchpoints (sound, scent, lighting, texture) for brand impact.
- 03** Reduce attendee cognitive fatigue while driving high emotional attachment.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 Principles of Consumer Neuroscience in Live Environments

- How the brain processes immersive physical environments, memory encoding, and emotional triggers.

02 Auditory Branding & Generative Soundscapes

- Designing acoustic journeys, binaural beats, and psychoacoustic audio environments to guide focus.

03 Olfactory & Tactile Brand Touchpoints

- Utilizing ambient scenting, custom brand fragrances, and tactile materials to trigger long-term memory.

04 Lighting Design & Circadian Rhythm Alignment

- Optimizing venue lighting, chromatic psychology, and bio-adaptive light cycles for energy management.

Detailed programme

Day 2 | Application and action planning

05 Reducing Cognitive Overload & Event Fatigue

- Pacing agendas, creating sensory reset spaces, and structuring high-impact cognitive visual cues.

06 Storytelling Through Spatial Neuro-Layouts

- Designing physical spatial flow that intuitively guides crowd behavior and emotional arcs.

07 Measuring Neurological & Physiological Engagement

- Using eye-tracking, galvanic skin response, and HRV tools for post-event sensory audits.

08 Sensory Blueprint Design Studio

- Creating a multi-sensory brand experience strategy for a flagship product release or convention.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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