

# Agri–Tech Live Webinar February 25<sup>th</sup>

## loT and Earth Observation

## Neuro-science marketing







A live webinar on Agricultural technologies and Neuro-Marketing techniques with Q&A and Panel Discussion.

The Language of the Webinar will be English.

#### Click here to register AgTech7 (required)

Co-funded by the Erasmus+ Programme of the European Union



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### Agenda

#### 25 / February / 2022 11:00 – 12.00 GR Local Time

Time	Title	Presenter
11.00 11.15	AgTech7 project and Agricultural Technologies	SEERC NEUROPUBLIC
11.15 11.30	Internet of Things and Earth Observation for Smart Farming	NEUROPUBLIC
11.30 11.45	Neuro-science marketing techniques for shifting diets and personalised branding	SEERC
11.45 12.00	Q&A	

- The webinar takes place within <u>AgTech7</u> project, funded by Erasmus+, aiming at training students, professionals and entrepreneurs in a wide range of Agricultural Technologies and Startup Techniques.

- You will gain a better understanding of:

The capabilities and key opportunities in applying Internet of Things and Earth Observation Technologies in the Agricultural domain.

The trends of neuro-science marketing techniques in the agri-food sector with practical examples and cases.



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