

Agri-Tech Live Webinar February 25th

IoT 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.

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AgTech7

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Agenda

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

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

- The webinar takes place within AgTech7 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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