

# NEUROMARKETING FOR BUSINESS GROWTH

A **1-day intensive** workshop designed to help marketing professionals understand how the human brain influences buying decisions.

## DATE

July 17<sup>th</sup>, 2026

## VENUE

AshreiTech Academy, NASTP  
Main Sharah e Faisal, Karachi



# Let's Meet With Our Trainer **MALIHA FAROOQ**

She brings over 18 years of senior-level marketing experience, with a strong focus on Digital Marketing, Corporate Communications, and Strategic Brand Leadership. She is Pakistan's first NMSBA-certified neuromarketer, recognized for using neuroscience based insights to decode consumer behaviour and improve marketing effectiveness.

A graduate of Warwick Business School and Cornell University, Maliha blends global best practices with deep regional understanding. She has held leadership roles at leading organizations including HBL, ABN AMRO, Reuters (BMC Group), Dolmen Group, American Business Council, and MCB Bank.

## **EXPERTISE & ACHIEVEMENTS:**

- Neuromarketing & Consumer Behavior Analysis
- Digital Marketing Strategy & Performance Marketing
- Strategic Brand Leadership & Corporate Communications
- Data-Driven, ROI-Focused Marketing Frameworks
- Human Experience (HX) & Customer-Centric Design
- Thought Leadership, Board Advisory & Executive Communication



# PROGRAM OVERVIEW

The program blends neuroscience principles with practical marketing applications, enabling participants to design campaigns that capture attention, trigger emotion, and drive action. Through real-world case studies, interactive exercises, and group activities, participants learn how to apply neuromarketing insights across branding, pricing, and digital marketing. Designed for marketing professionals, agencies, and brand managers, this masterclass helps you enhance how you influence, engage, and convert audiences using proven neuromarketing frameworks.

## TRAINING OBJECTIVES

- Understanding how the brain makes decisions using System 1 and System 2 thinking through global brand case studies.
- Learning why most ads are ignored and how psychological triggers capture attention, followed by a hands-on ad redesign exercise.
- Exploring emotional branding and storytelling to understand how emotions drive purchasing behaviour through a group activity.
- Applying pricing psychology including anchoring, scarcity, and the decoy effect through a live price-testing simulation.
- Using brain science to create effective social media, website, and e-commerce campaigns through case analysis and a team challenge.

# LEARNING OUTCOMES

By the end of the workshop, participants will be able to:

- Design marketing messages that align with how consumers think and feel
- Create attention-grabbing ads using proven neuromarketing triggers
- Build emotionally engaging brand stories that influence buying behavior
- Apply pricing biases such as anchoring, scarcity, and the decoy effect
- Develop brain-friendly digital ads for social media, websites, and e-commerce
- Use practical neuromarketing frameworks and checklists in future campaigns

# KEY TAKEAWAY

Participants leave with practical neuromarketing frameworks, tools, and campaign checklists that can be immediately applied to real-world marketing challenges.

# REGISTRATION DETAILS

Program Fee: **PKR 40,000+ 15% SST** per participant.

Payment can be made via a Payorder in the name of AshreiTech or IBFT to:

Title of Account: ASHREI TECH PRIVATE LIMITED

IBAN: PK61MEZN0099740107642699

Bank Name: Meezan Bank Limited

**Nominate a group of 4 and get a 15% discount.**

The program fee covers the program manual, certificate of participation, Lunch, Entry Pass, and networking opportunities.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information, Contact

**0333-2775771**