The First-Ever Sensory Marketing Conference to be Held June 5-6

It’s time to get in touch with the five senses.

The Fox School’s first-ever sensory marketing conference, Understanding the Customer’s Sensory Experience, will bring together researchers from marketing, tourism and related fields to share and learn on June 5-6, 2014, at Temple University’s Fox School of Business and School of Tourism and Hospitality Management.

The conference will focus on the nature of senses, their role in affecting consumer behavior and emotion, and their application within a range of settings, including product and service design.

Fox School marketing Professor Maureen Morrin and School of Tourism and Hospitality Management Professor Daniel Fesenmaier will co-host the event.

Morrin, who directs the Fox School’s Consumer Sensory Innovation Lab, hopes this conference will recognize the advances she and her doctoral students are making in terms of sensory marketing research.

Sponsored by the Fox School of Business, Department of Marketing and Supply Chain Management and the National Laboratory for Tourism and eCommerce, the days’ events include corporate panel presentations led by executives from firms including Mane USA, ScentAir, HCD Research, and Monell Chemical Senses. Additionally, a panel of research laboratory directors will explain how they have established, operated and funded their laboratories, and research presentations in the form of papers and posters will be given. Day one of the conference will conclude with the Mural Arts Trolley Tour throughout Philadelphia.

“We’ve invited academics and people from industry,” Morrin said. “I’m hoping that we can set up more collaborative efforts among researchers and also between researchers and industry, who may be interested in having us conduct field studies in their stores.”

To register for the conference, visit http://csil.ticketleap.com/sensoryconference/ —Alexis Wright-Whitley