



From brainwaves to buying: How AI and Neuromarketing transform retail



Tuesday, 28 April 2026

12:30 | Conference Centre - Galini Campus

Guest Speaker:

Ms Mila Anastasova

Business Development Associate at ZenOwn



Brief Description:

Exploring how the cutting-edge fields of artificial intelligence and neuromarketing are transforming the retail landscape. How consumer brainwaves and subconscious responses are analysed to predict buying behaviour? How can companies optimise marketing strategies and create highly personalised shopping experiences? This talk will provide insight into the latest technological tools that are shaping the future of retail, offering a unique perspective on how science and AI come together to understand consumer decisions.

