

CONSUMER PSYCHOLOGY

| *Entrepreneurship seminar series 2017*

The philosopher Descartes once said “I think; therefore I am”. This still holds true today in that it is our minds that drive our behaviour. In this seminar we look at consumer psychology from three different perspectives; (i) the theoretical, (ii) its importance in branding and (iii) in reality.

Seminar details

Date: Tuesday 18 July 2017

Time: 5.00–7.15 pm

Venue: Auditorium (L06)

Logan campus Griffith University
University Drive, Meadowbrook

As this free event has limited seats, please register your attendance by Friday 14 July.

Register or find out more

Register at griffith.edu.au/entrepreneurship-series or contact Ms Lainie Groundwater for further details.

Email: l.groundwater@griffith.edu.au

Phone: 07 3382 1126

Speakers

Dr Robin Pentecost

Lecturer, Griffith Business School

Dr Pentecost obtained his PhD in marketing and has published in international journals, presented at international conferences and taught overseas. Now based on the Logan campus he brings hands-on experience and academic knowledge to the table. His current interests are events marketing, social marketing and developing entrepreneurial education at Logan.

Fady Hanna

Director, Flagship Digital

Named the Young Entrepreneur of the Year for marketing Fady Hanna is the director of Flagship Digital, a branding and marketing company with offices in Australia, New Zealand and the UK. Flagship works on branding and marketing campaigns for companies from startups through to multinational organizations including Virgin, Citibank, BMW, Groupon, Telstra and The Iconic, to name a few.

Glenn Elin

Director, Animal World Pet Resorts

Glenn is the founder and director of the amazing Animal World Pet Resorts at Park Ridge and Cornubia. To develop his concept to its current level, Glenn travelled extensively around Australia and the USA studying and assisting the pet industry. Glenn will explain how understanding the consumer psychology of his target market led him to build a pet care facility fully equipped with a children's playground and the world's first dog tennis court, air conditioned luxury pet accommodation suites with lounge suites and LCD TVs (which are booked out most of the time at premium rates).

Paul Lomas

*Executive Director, Business Network International (BNI),
Brisbane Central Region*

BNI is the world's largest business networking and referral organisation. In 2016, BNI Brisbane Central Region members passed over 6,000 referrals which generated more than \$10 million in closed business. In his previous career Paul worked at one of the UK's largest banks, was responsible for the management of 40,000 banking clients and earned a degree in banking and finance. After travelling throughout Australia and South East Asia for 12 months, Paul returned to the UK and his first IT Business employed 12 staff and facilitated the creation of the category "internet services" in the UK Yellow Pages.