

Neuroscience for marketing & communication

More memorable, more engaging messages.

Discover how brain mechanisms influence attention, memory and decision-making to design more powerful messages. This course helps you combine neuroscience, storytelling and AI to create content that moves people, engages them and prompts action.



Recognise these situations?

- Your audiences see many messages and remember few.
- Visibility and recall are confused.
- AI also makes it easy to create perfectly forgettable content.
- Your campaigns sometimes lack real emotional impact.
- You want to understand what truly captures attention.



What we will understand

- The brain mechanisms behind attention and memory.
- The role of emotion in decisions.
- How the brain selects information and gives it meaning.
- Cognitive biases useful for communication.
- How to create simpler, clearer and more powerful messages.



How we will work

- Analyse real communications.
- Insights from neuroscience and storytelling.
- Message creation workshops with AI.
- Tests, iterations and group feedback.
- Build communication aligned with human mechanisms.



What will change in practice

- Simpler, more memorable messages.
- More human and engaging communication.
- Better use of AI to create meaning.
- More impact in campaigns and presentations.
- More lasting customer relationships through relevant content.



Who is it for?

Marketing and communication teams, sales professionals, managers, trainers or leaders, depending on the module.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.