

PROGRAM

Day 1: Discovery

- 8.45 – 9.00 Opening & Registrations
- 9:00 – 9:15 Welcome, Introduction and agenda
- 9:15 – 9:45 Eye Tracking Technology: basics & Value
- 9:45 – 10:15 Eye Tracking metrics, calibration, setup and data quality
- 10:15 – 10:30 Coffee Break
- 10.30 – 11.00 Eye tracking systems: Mobile, Remote/head free, VR
- 11.00 – 11.20 Experiment design and data recording
- 11.20 – 12.00 Data analysis and challenges
- 12-00 – 13.30 Lunch
- 13.30 – 14.45 Pupil size: Measurements, Analysis and insights
- 14.45 – 15.00 Coffee Break
- 15.00 – 16.00 Eye tracking and Biometrics: Synchronization and analysis
- 16.00 – 16.45 General Case studies
- 16.45 – 17.00 Hands on session (Tobii, Ergoneers, SMI, SR Research, Pupil labs)

Day 2: Learn & Practice → Case studies & Workshops (Marketing Research)

- 9.00 – 10.00 Eye Tracking: Introduction and value in Marketing research
- 9.00 – 10.00 Case Study 1 (Marketing research– Packaging)
- 10.00 – 10.15 Coffee Break
- 10.15 – 11.15 Case Study 2 (Marketing – Advertising video)
- 11.15 – 12.15 Case study 3 (Marketing – Website testing)
- 12.15 – 13.30 Lunch
- 13.30 – 14.30 Workshop (Marketing research – Packaging)
- 14.30 – 15.30 Workshop (Marketing – Advertising video)
- 15.30 – 16.15 Coffee break
- 16.15 – 17.15 Workshop (Marketing – Website testing)
- 17.15 – 17.30 Review and Questions

Day 3: Advanced & Analysis

- 9.00 – 10.00 Analysis tools & Software overview
- 10.00–10.15 Coffee Break
- 10.15 – 12.00 Eye Tracking Data Analysis & Statistics
- 12.00 – 13.00 Lunch
- 13.00 – 14.30 Pupil dilation analysis
- 14.30 – 15.00 Coffee Break
- 15.00 – 15.45 Innovation: Advanced tool for analysis
- 15.45 – 16.45 Eye Tracking and Biometrics analysis
- 16.45 – 17.00 Review and questions