The UCAS logo is a pink speech bubble with the word "UCAS" in white, sans-serif, uppercase letters.

UCAS

# STUDENT MINDSET CONFERENCE

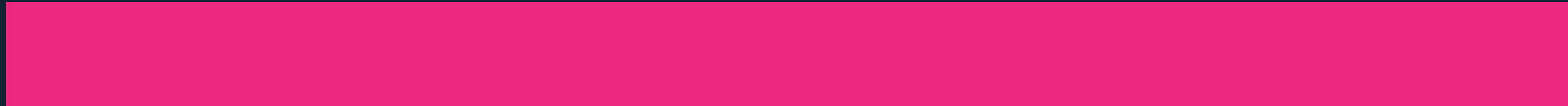
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The year "2025" is displayed in a dark blue, sans-serif font inside a yellow speech bubble.

2025

Augmenting Marketing Impact

# Applying neuroscience and psychology to achieve better marketing outcomes.



**Dr Simon Moore**  
**Chartered Business Psychologist**





WESTERNFLY OVERSEAS

UNIVERSITY OF GLOUCESTERSHIRE  
Cheltenham and Gloucester

**STUDY IN UK**

**ADMISSION OPEN-SEP'2025!**

**PROGRAMS AVAILABLE:**

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- MBA Global (Financial Services Management) with Placement
- MBA Global (International Supply Chain and Logistics) with Placement
- MBA Global (Cyber Governance and Digital Transformation) with Placement
- MBA Global (Healthcare Leadership and Management) with Placement
- MBA Global (Design Management) with Placement Year
- MBA Global (Data Analytics) with Placement
- MSc Data Science & Analytics

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**SCHOLARSHIP: 2500-4000 GBP!**

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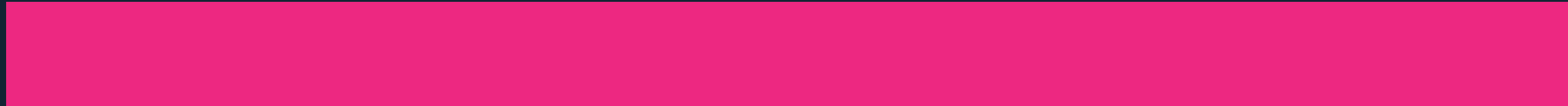
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# How might we use psychological science to improve engagement and impact?





# Engaging Parent Audience



## Cognitive Capacity

Parents are already under stress.  
They are already managing 'lives',  
'roles' and 'relationships'.  
As a result they have limited  
time/attention/focus.



## Managing Change

Parents just had 18 years of provision,  
protecting and advising.  
That has to change into 'supporting'.  
That requires a behavioural change.



## Engaging Needs

Engage parents around  
emotional needs (control, social  
acceptance, ego and status etc)



# Engaging Student Audience



## Extreme Emotional States

Potent mix of anticipation/anxiety - narrows brain focus; reduces processing and attention functions, which impact memory and understanding.



## Need for Control

Humans need some control/predictability - linked to evolutionary survival. Perceived control reduces threat anxiety and constant on edge 'problem solving fatigue

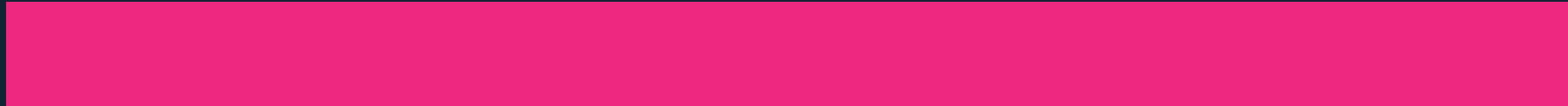


## Engaging Needs

Need to engage students around emotional needs (control, social acceptance, ego and status etc)

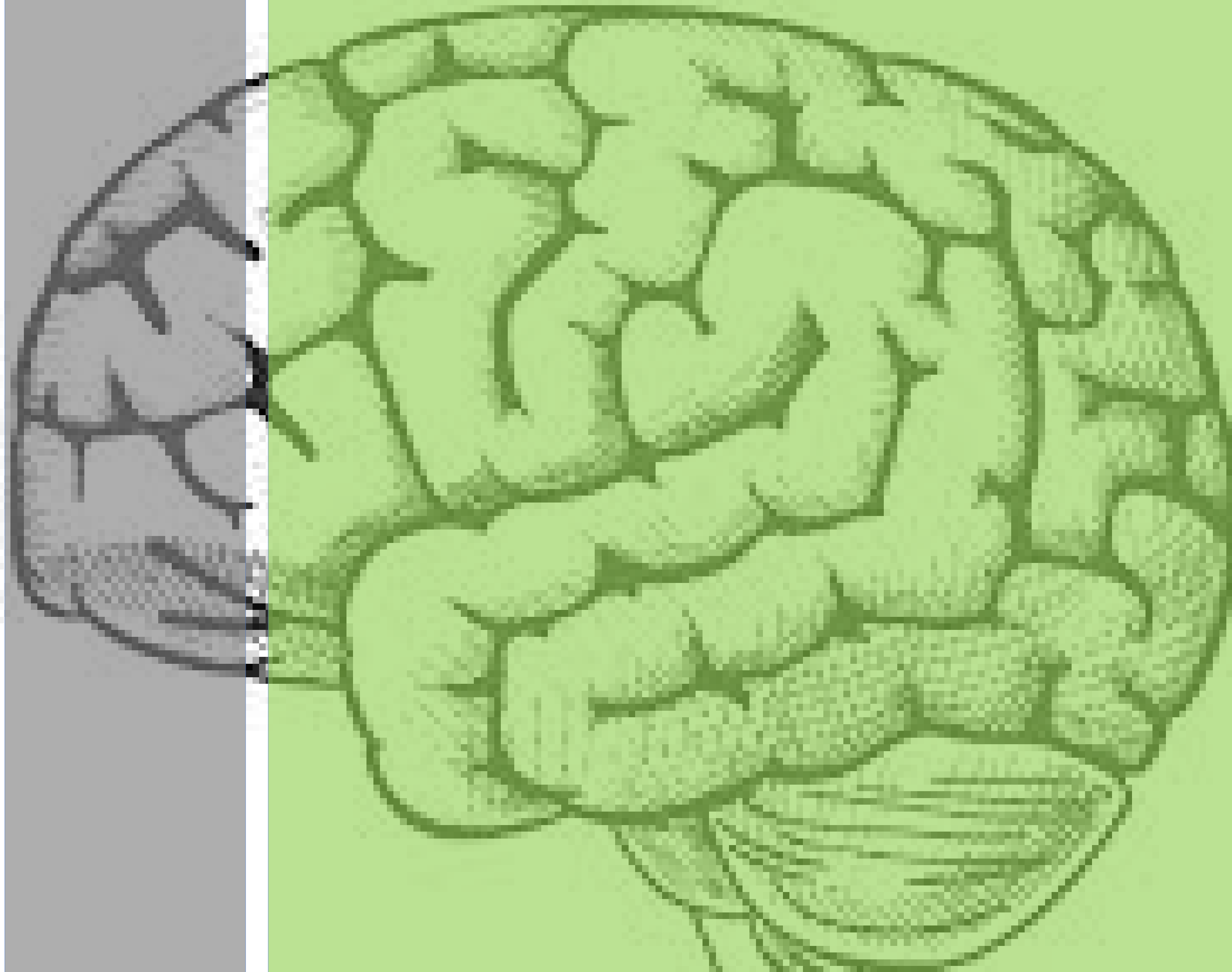


# Human brain has poor processing ability!



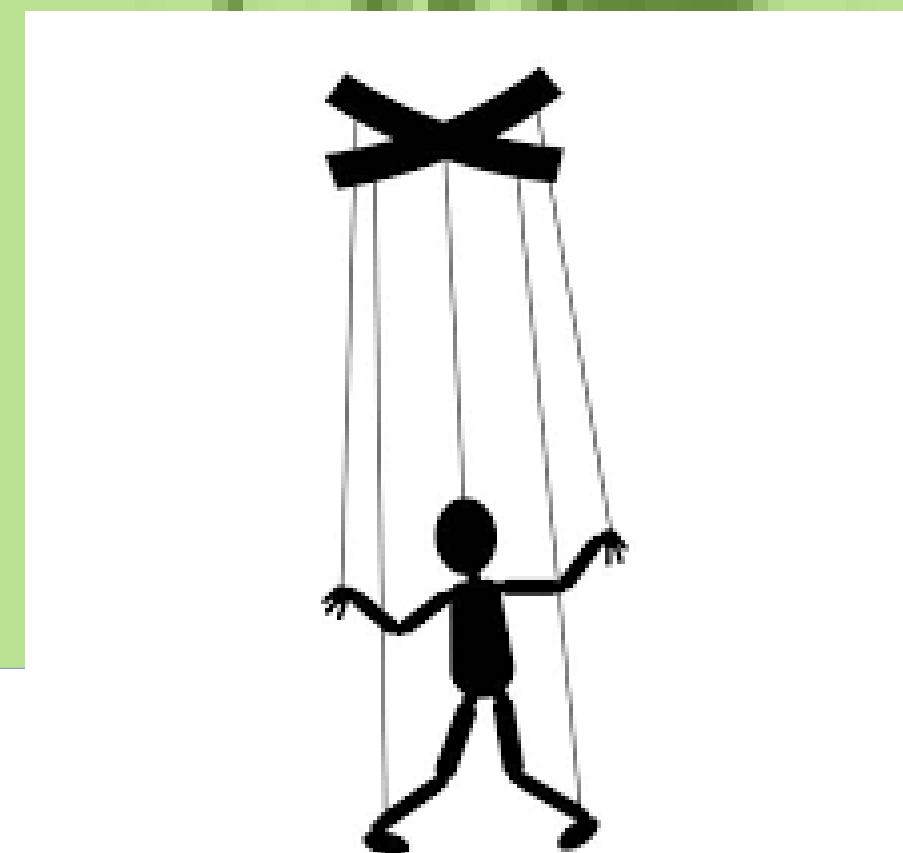
**FACTS**

**FEELINGS**



95% all decisions made by  
subconscious/emotional brain!

This is even more true when we  
are:  
busy, tired, stressed, anxious,  
uninformed, unfamiliar.





Finished research files are  
the exact result of years of  
scientific study combined  
with many years of  
experience.



## 1. Professional experience

Research Fellow, 1998 - present

Visiting Professor, Olin College

Founding member of Riva Systems funded by North Bridge and Charles River Venture Partners (Cisco and SAP were initial investors too). Riva Systems builds RFID and KTLS products and solutions that are currently deployed at over 400 sites around the world in over 50 countries.

Product Strategy and Management:

1. Part of the core team that re-structuring and re-focusing the company - market strategy, go-to-market, competitive analysis, product positioning and marketing, execution plans.
2. Led the product requirements engineering and validation effort - including, defining the product vision, defining the group vision and goals, defining the product and requirements, defining the effort to support the product, defining the effort to support the product, defining the effort to support the product.
3. Led the product requirements engineering and validation effort - including, defining the product vision, defining the group vision and goals, defining the product and requirements, defining the effort to support the product, defining the effort to support the product, defining the effort to support the product.

Solution and Service:

1. Drive new customer sites (via channels) in Europe and Middle East which were critical to obtaining the company in 2009/2010.
2. Instrumental in acquiring and managing channel partners worldwide - creating "priming the pump".
3. Instrumental in up selling, down selling and most importantly closing projects - resulting in growth of service revenue.
4. Managed the solution development team - team was distributed between US and China.
5. Drive engineering product requirements based on customer and partner requirements.

Technical:

1. Invented the algorithms in the Riva product, 5 issued patents.
2. Implemented the RF control and management algorithms in the Riva product.
3. Led the standardization of Low-level Reader Protocol (LLRP) - a worldwide standard for reader interface protocol. This standard involved coordinating with and driving members from 80+ companies worldwide. This effort was completed within a year which was a record time for this perspective. Received the GS1 Person of the Year award in 2007 for this effort.
4. Co-lead of the Reader Protocol group in GS1/EPCglobal.
5. Co-lead the massive technology demonstration of a new European EPC Standard that led to the explosive growth of RFID in Europe. This also paved the way to acquiring Metro - one of Riva's largest customers.
6. Instrumental in securing partnerships with the key technology vendors.

Technical Director, 2000 - Jan 2004

Director of Network Architecture, Lead Systems Architect, FPGA Team lead

AT&T technical liaison

Led the technical coordination effort with AT&T. Provided architectural direction and input to the customer architecture and strategy. Coordinated the technical aspects of the sales effort. Defined and managed the lab testing of the product. Worked with the CEO and VP Sales in defining successful sales strategy, calculating a selection by AT&T for next generation packet-switched NSA network.

FPGA team lead

Led the team of 8 engineers (4 designers + 4 verification) in critical FPGA designs (leading edge cross-connect architecture for the VCAT platform) successfully brought them to completion.

Worked with the CEO & CTO in working out the technical and sales strategy for partnerships and customer sales. Played a lead technical role in select major account activities including AT&T/Well Genia/SBC.

As the lead architect - undertook number of hardware, software and system architecture projects across 3 platforms (Tera, Mega and Tera).

1. Architected modules that plug into AT&T incumbent vendor chassis. The modules are (i) packet aggregation module and (ii) deep channelized OC-N module. Both these modules were key to the AT&T NSA network architecture.
2. Architected and implemented the medium access protocol for packet transport on the ring. This architecture included a novel QoS and SLA aware distributed ring-wide bandwidth management algorithm; queuing and buffering sub-system at the ring ingress node and packet assembly at the ring egress node. The architecture included off-shelf network processors and FPGAs (Ring MAC sub-system).
3. Architected and implemented a Time-Space-Time architecture for the TDM portion of the network element. This architecture involved multiple chips (mix of off-shelf chips and FPGAs). The FPGAs included (a) serializer/deserializer (b) time-switch and framing, and (c) column switch. The column-switch FPGA is a novel high-density switch fabric (12.5Gb/s for the small/med-size platform and 32.5Gb/s for the high-end platform). The TDM switching architecture was implemented using Static FPGA (15-30 for 12.5Gb/s and 45-60 for 32.5Gb/s). This architecture is a unique switch - results of contribution.

## TECHNOLOGY INNOVATION EXECUTIVE

PRODUCT MANAGEMENT & STRATEGY R&D

Strategic and forward thinking Product Management and Software/Hardware Development Executive with more than twenty years of experience in innovative product development in networking, IT, and other areas and software engineering. Not only drives needs based product development but also drives technology driven product development, drives the entire development lifecycle, and manages the entire product lifecycle. Led the development and expansion into new markets. Business success complemented by exceptional academic background including Masters in Computer Science.

Research & Development, Go-to-Market Strategy, Product Lifecycle Management, Standards Development, IT Strategy, IT Infrastructure Design, Software Development, Project Management

## PROFESSIONAL EXPERIENCE

Riva Systems - Westford, MA  
Provides RFID and KTLS products and solutions that are currently deployed at 400+ sites worldwide

### VICE PRESIDENT

One of the founding team members, acted as a chief architect, subject matter expert, and made key contributions to Riva's product development. Authored several standards and represented Riva in standards groups. As the head of solutions and technical strategy, aligned Riva's technology and product strategy with the needs and requirements of global customers planning to deploy RFID and KTLS solutions. Led solution engineering team and managed solutions development teams in China and US.

- Re-structured and re-focused the company to Operational Product Logistics in Healthcare - market entry, go-to-market, competitive analysis, product positioning and validation, and execution plans.
- Established channel partnerships with Europe and Middle East to build recurring revenue. Negotiated and closed a diverse set of deals to maximize growth.
- Authored 4 patents for inventions of algorithms that contributed to an award-winning Riva product. Authored 2 patent disclosures in support of the new strategic Healthcare effort.
- Created worldwide standard for reader interface protocol - Low-level Reader Protocol (LLRP). Coordinated responses from 80+ companies worldwide to create this which was recognized with GS1 Person of the Year award in 2007. Served as co-chair of Reader Protocol group in GS1 EPC Global.
- Led a successful large scale demonstration of new European EPC Standard that created explosive growth in Europe market and established foundation to capture key account - Metro.

Riva Systems - Westford, MA  
Designed and implemented products enabling carriers to maximize utilization of SD-WAN architecture

### DIRECTOR - NETWORK ARCHITECTURE

Led team of 8 engineers in design and implementation of the core algorithms in POPA. Drove innovation with next generation architecture design. Performed competitive analysis and managed customer and vendor relations.

- Architected several critical components including:
  - End-to-end system and deep channelized OC-N modules that connected with incumbent carrier chassis.
  - Medium access protocol for packet transport built with novel QoS and SLA aware distributed ring-wide bandwidth management algorithm that included off-shelf network processors and FPGAs.
  - Time-Space-Time architecture for TDM portion of network element. Included column switch - novel high-density switch fabric (12.5Gb/s for the small/med-size platform, 32.5Gb/s for the high-end platform).
  - Time-Space-Time architecture that supported a diverse set of services across the network.
- Acted as technical AT&T and partnered directly with CEO and VP of Sales to support technical aspects of AT&T NSA for selecting solution for their next generation packet-switched NSA network.
- Authored 2 patents for CAM technology.

Astral Point - Chelmsford, MA  
Developer of multi-protocol products

### PERFORMANCE ANALYSIS CONSULTANT

Worked with the VP of Engineering and the CTO on performance, scheduling and QoS issues, and network design.

Telecom Systems - Andover, MA  
Market leader in multi-protocol networking products

### PRINCIPAL ENGINEER

Collaborated with AT&T in the design of a next generation enterprise switch, including system architecture.

- Led engineering of ATM switch for the SmartSwitch Router, including system architecture, software and hardware development, verification, and debugging.

Principal Engineer - Andover, MA  
Leader with a team of 8 engineers in developing multi-protocol products, storage and networking products

Principal Engineer - Andover, MA  
Served as principal engineer in networking group and as co-chair of next generation switch project (FlexSwitch-Digital Switch). Contributed to design innovative methods to overcome QoS issues in high capacity switch fabric. Invented a QoS scheduling algorithm that was one of the first to provide delay and delay guarantees in a router switch fabric.

- Evaluated performance and recommended several improvements to ensure optimized buffer requirements. Performed analysis of SmartSwitch Router box, multistage performance, and sizing of Head of Line (HOL) scheduling algorithm.
- Designed and implemented a Time-Space-Time architecture for the TDM portion of the network element. This architecture involved multiple chips (mix of off-shelf chips and FPGAs). The FPGAs included (a) serializer/deserializer (b) time-switch and framing, and (c) column switch. The column-switch FPGA is a novel high-density switch fabric (12.5Gb/s for the small/med-size platform and 32.5Gb/s for the high-end platform). The TDM switching architecture was implemented using Static FPGA (15-30 for 12.5Gb/s and 45-60 for 32.5Gb/s). This architecture is a unique switch - results of contribution.

Extensive research and development experience with AT&T and Texas A&M University

## EDUCATION

Computer Science - Texas A&M University - College Station, Texas

Electrical Engineering - Texas A&M University - College Station, Texas

Electrical Engineering - Indian Institute of Technology, Roorkee, India







# Careful on over indexing

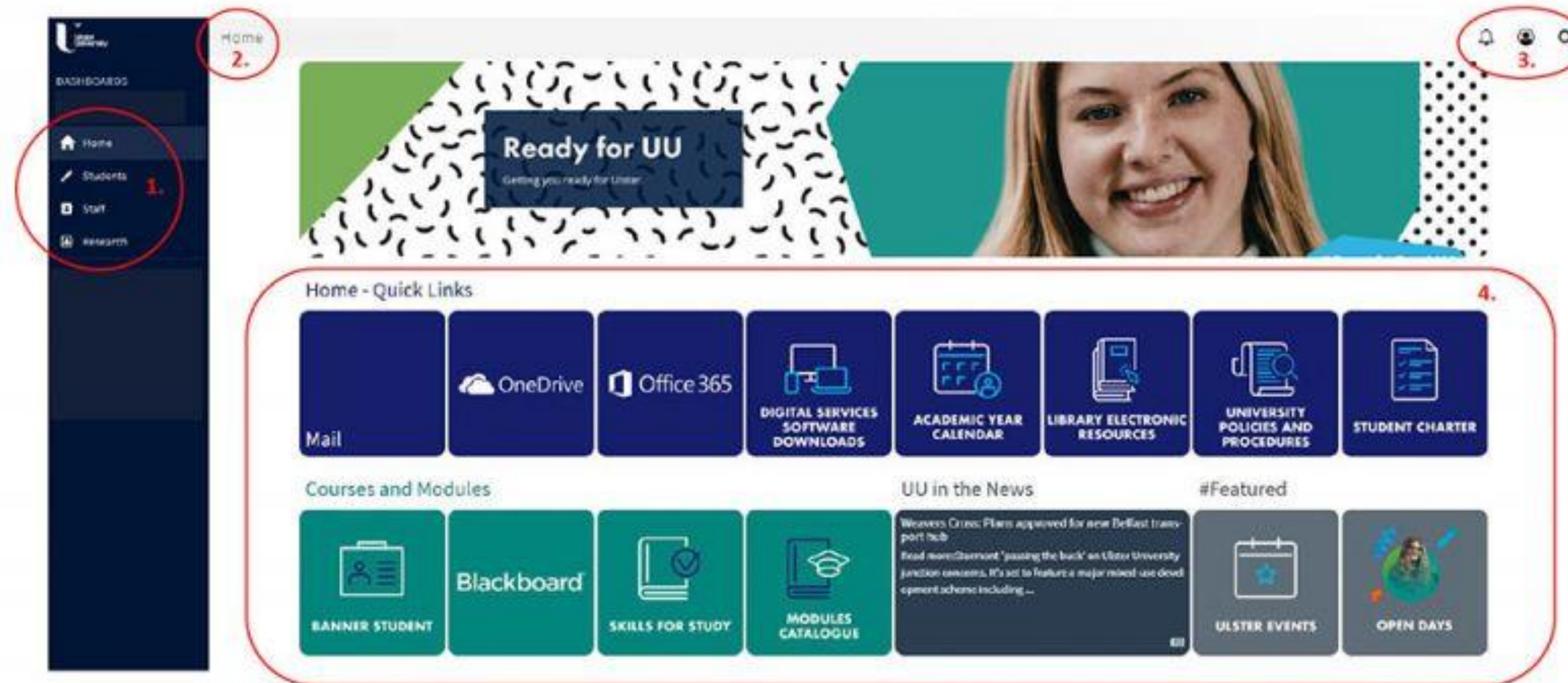
First Impressions very hard to shift!





# We assume audiences are informed

We often sign post where they can access information.

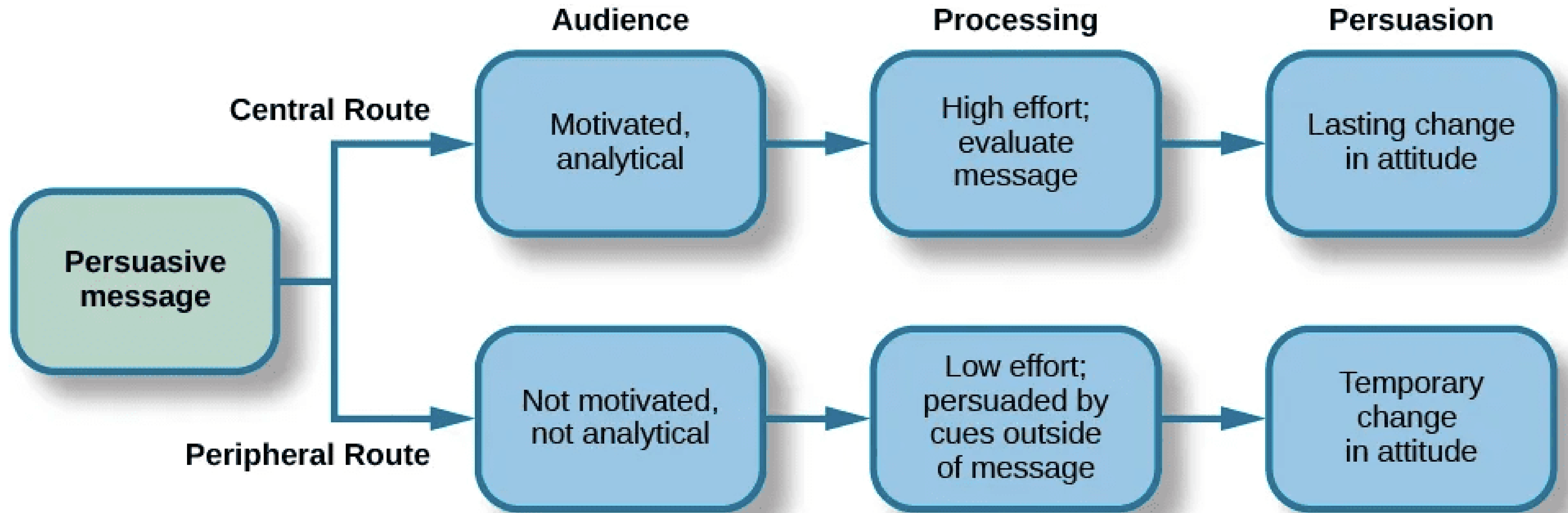


But we fail to support them in knowing why and when they might need that information

We need to help them understand, navigate and remember better!



# Elaboration Likelihood Model (ELM)





# How subconscious needs enhance impact





# Needs engage people more than facts



Is the content telling them  
what they might gain?

Power

Respect

Status

Predictability



Or reassuring them what  
they will not lose?

Face

Inclusion

Safety

Time



Is it content suggesting  
new solutions and skills?

Self

Pride

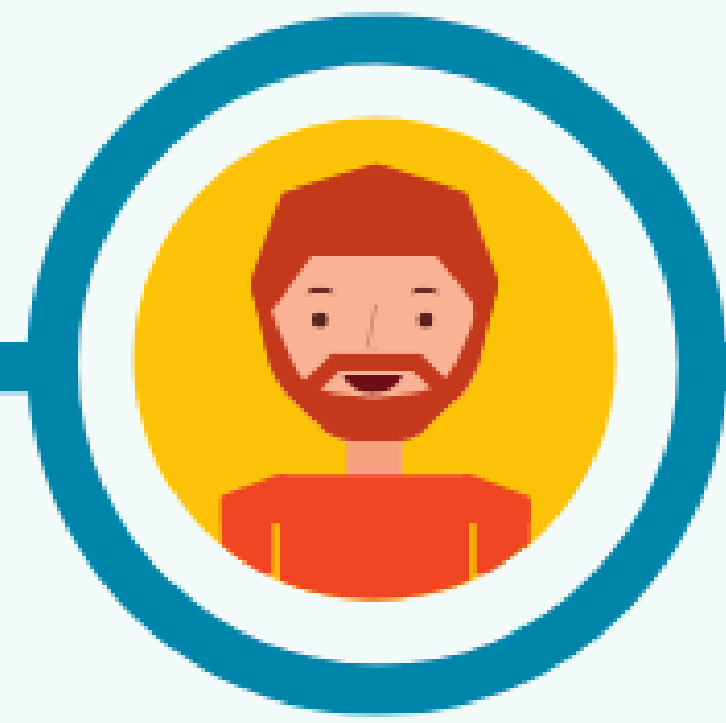
Discovery

Exploration

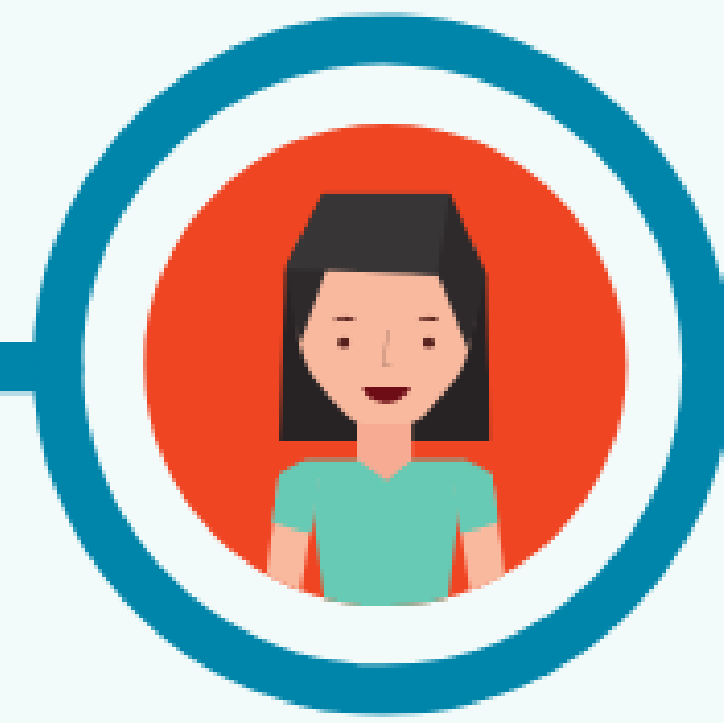




SOCIABLES



ADVENTURERS



INDIVIDUALISTS



PLANNERS





“Join the adventure we help you expand your mind, your skills and your network”.

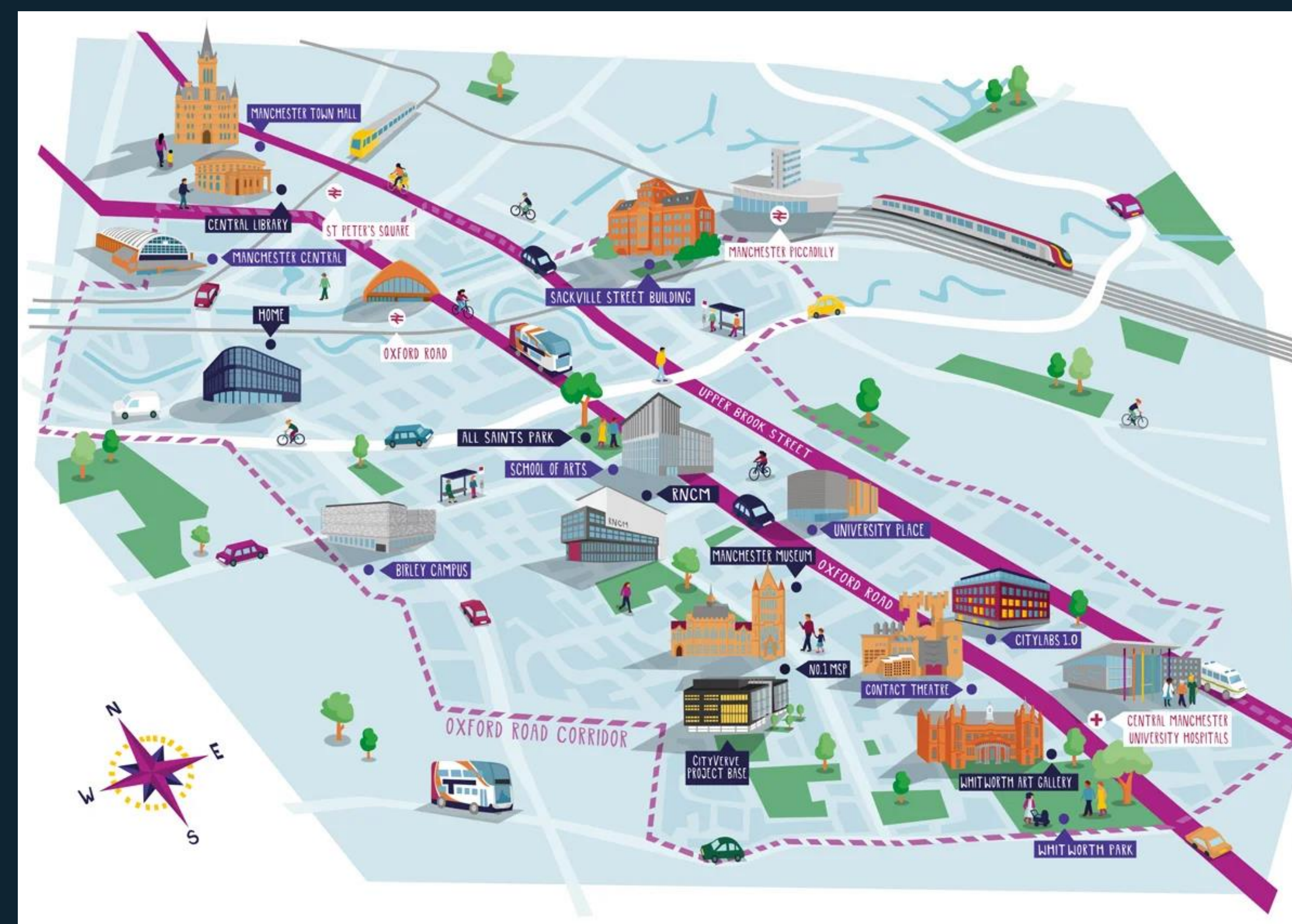


"What Makes You Unique?  
Explore Study Routines  
& Clubs Designed Around You".





"Feel Secure: Discover How [University Name]  
Prioritises Your Child's Safety,  
Wellbeing and Success."



"Feel reassured that you have equipped your child  
with the skills to explore and flourish"



# ‘Linking needs to clicks!’





# Enhancing parent engagement by appealing to 'needs'

Parents with needs around status, professionalism, ego and self image protection

Significantly more likely to engage with material if we quickly summarise the benefits of doing so to them.

We also need to manage their perception of how much time they have to spend on these activities (as they are 'really important busy people').



*"Watch how this 3 minute video has helped parents like you reduce problematic and lengthy decisions and have more successful outcomes for their child"*



*"This helped me feel included and keep my status as an advising parent"*



# Enhancing parent engagement by appealing to 'needs'

Parents with needs of safety, reassurance, social currency and peer approval.

Significantly more likely to engage with material if we quickly summarise the benefits of doing so to them.

We need to allude that most of their peers found it useful, that the material helped reduce risky outcomes and that their subsequent decisions were more evidenced and successful.



*"See how this short 3 minute video has helped parents such as yourself be fully informed and ensure your child joins the rest of the students who are interested in us"*

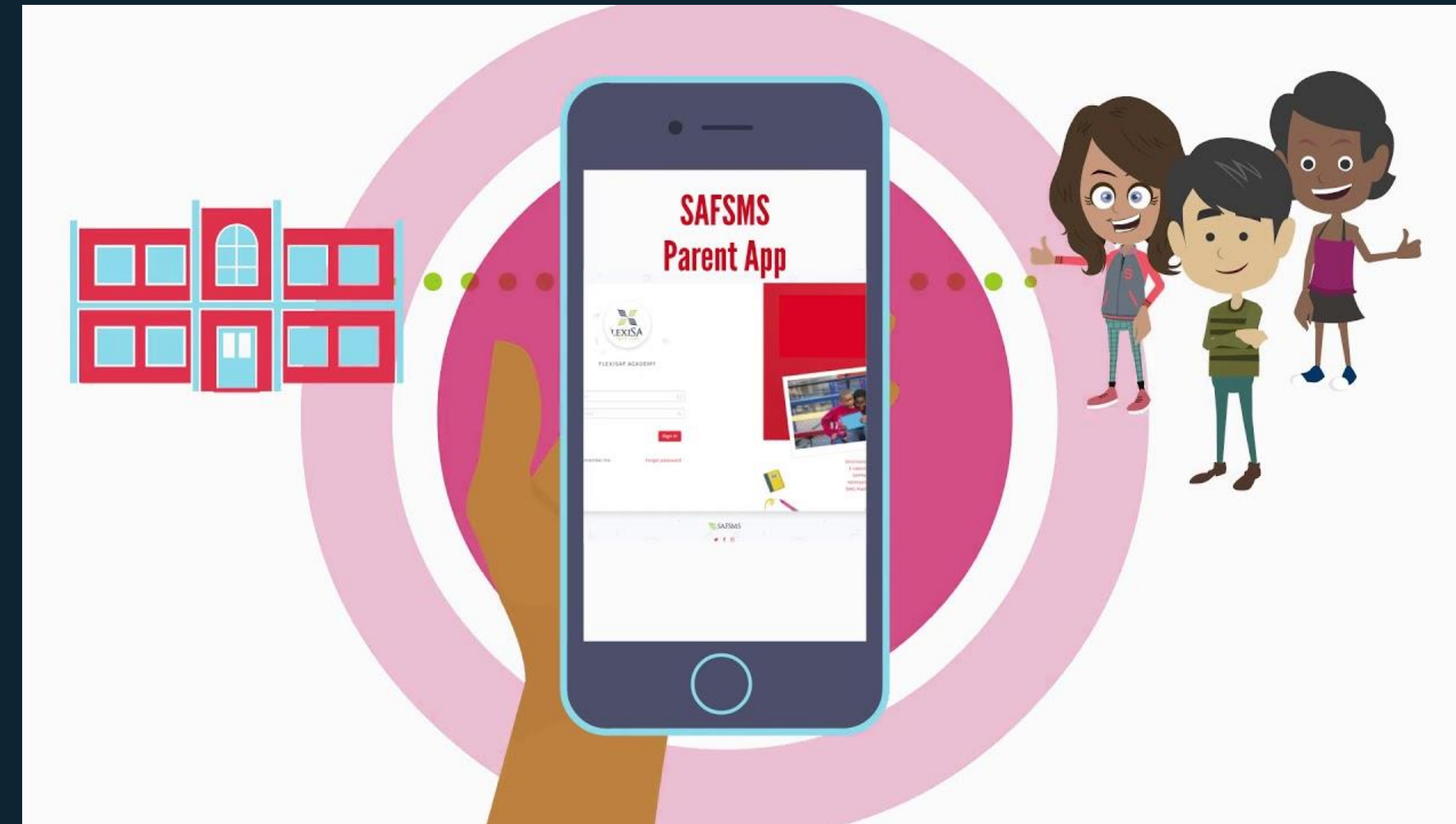


*"We all agreed that watching this video increased our confidence in making more successful decisions and helping our children"*





**Integrate video testimonials from parents speaking on safety, independence, and financial support.**



**“The [University Name] Guardian App lets parents stay connected and access updates on campus routines and wellbeing check-ins, ensuring peace of mind**



**Rachel, from first time away from home to her first job in engineering all in three years. Mum and dad - we’ve got your back.**





**"Make Your Mark. From Individuality to Connection—we help you succeed at [University Name]"**



**"[University Name] we help you find you and your tribe."**



**Proven schedules that support you at work rest and play!**



# Thank you!

*[novorasa@gmail.com](mailto:novorasa@gmail.com)*

