

APPLYING NEUROSCIENCE AND PSYCHOLOGY TO ACHIEVE BETTER MARKETING OUTCOMES.



DR SIMON MOORE
CHARTERED BUSINESS PSYCHOLOGIST



WESTERNFLY OVERSEAS

UNIVERSITY OF GLOUCESTERSHIRE
at Cheltenham and Gloucester

STUDY IN UK
ADMISSION OPEN-SEP'2025!

PROGRAMS AVAILABLE:

- MSc Cyber Security
- MSc International Business
- MBA Global Business Administration (with Placement)
- MSc Financial Technology
- 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 & more!

REQUIREMENTS:

- 65% in Bachelors
- IELTS: 6.0
- PTE: 64
- English Walker: 70%
- Payment Required For Interview

SCHOLARSHIP:
2500-4000 GBP!

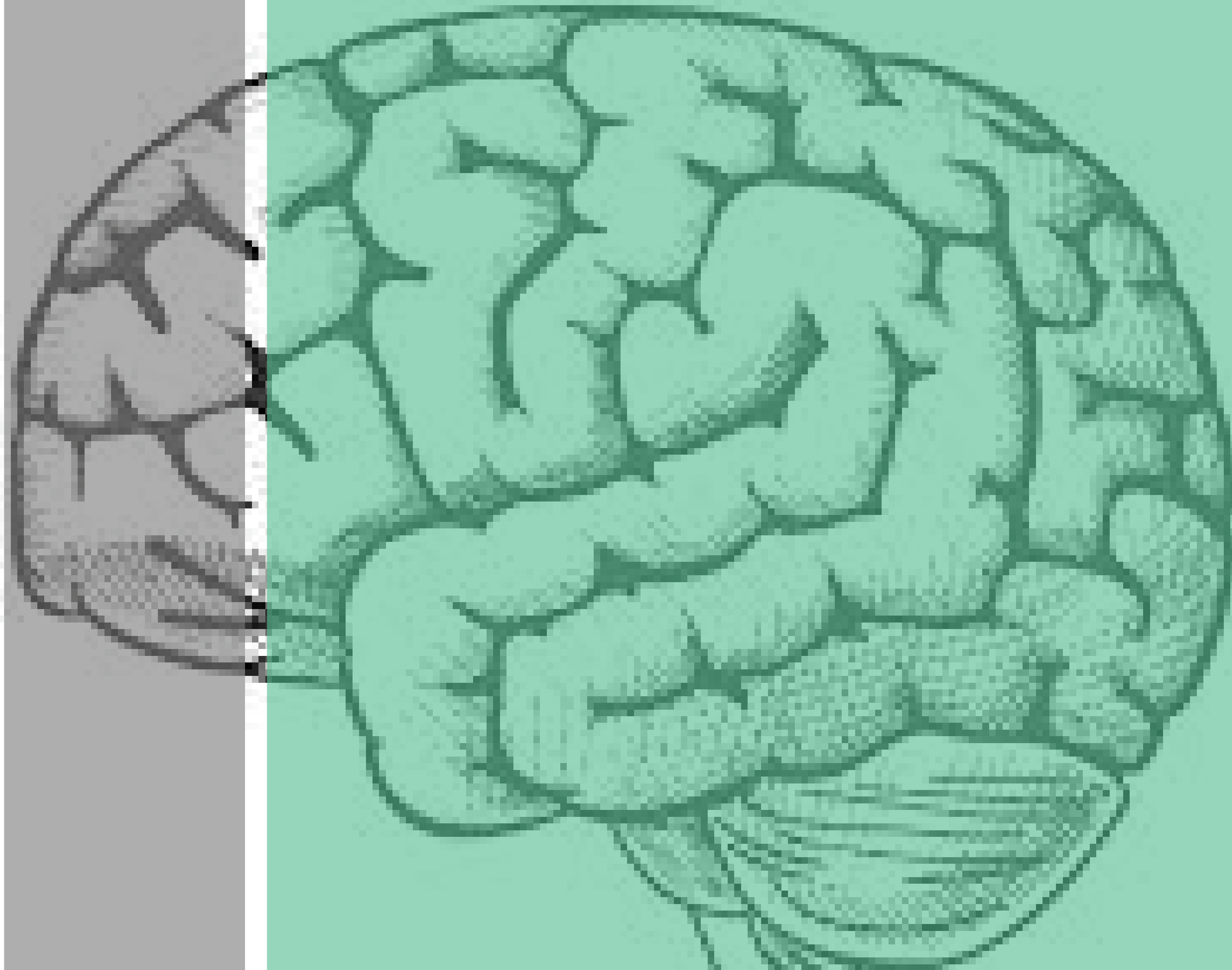
APPLY NOW

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www.westernflyoverseas.com

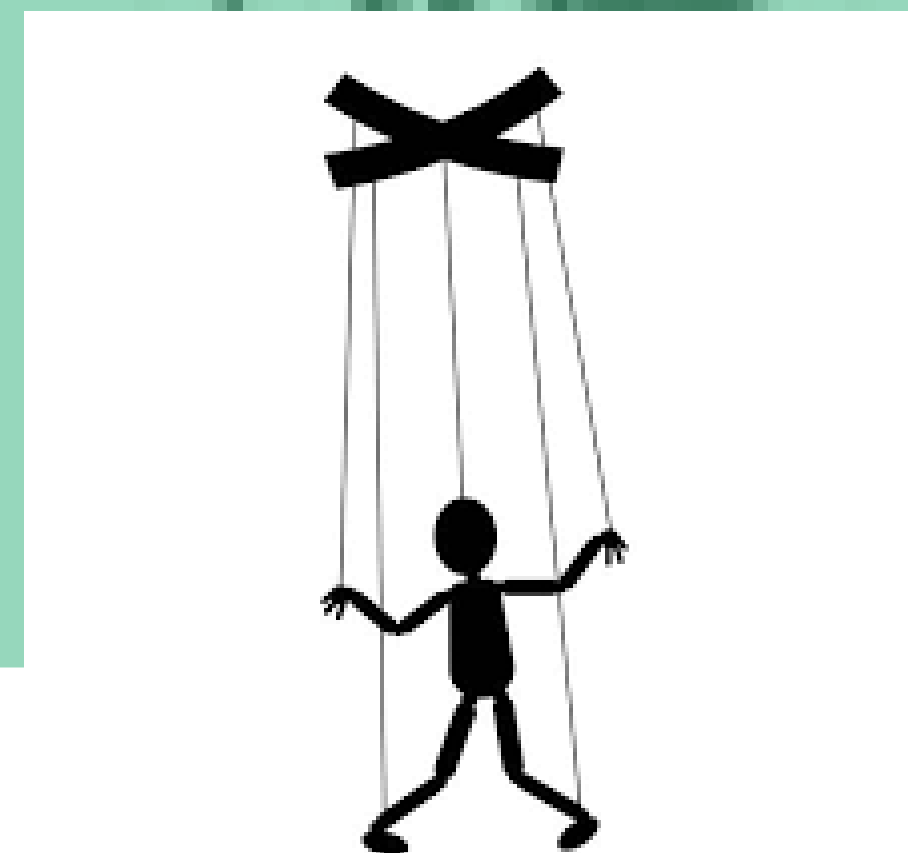
SR Nagar, Hyderabad-500038



FACTS**FEELINGS**

95% all decisions made by
subconscious/emotional brain!

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



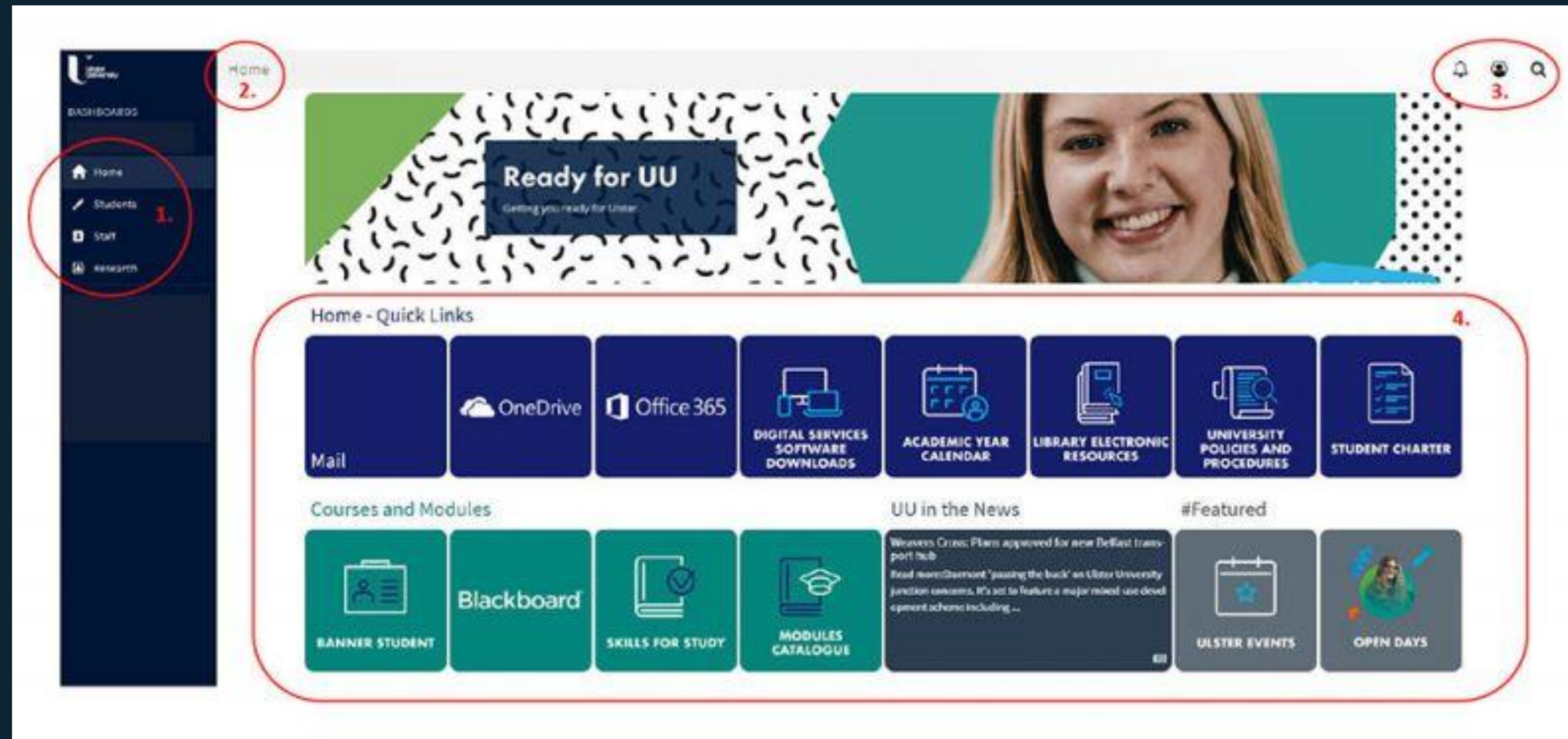
CAREFUL ON OVER INDEXING

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!



SOCIABLES



ADVENTURERS



INDIVIDUALISTS



PLANNERS



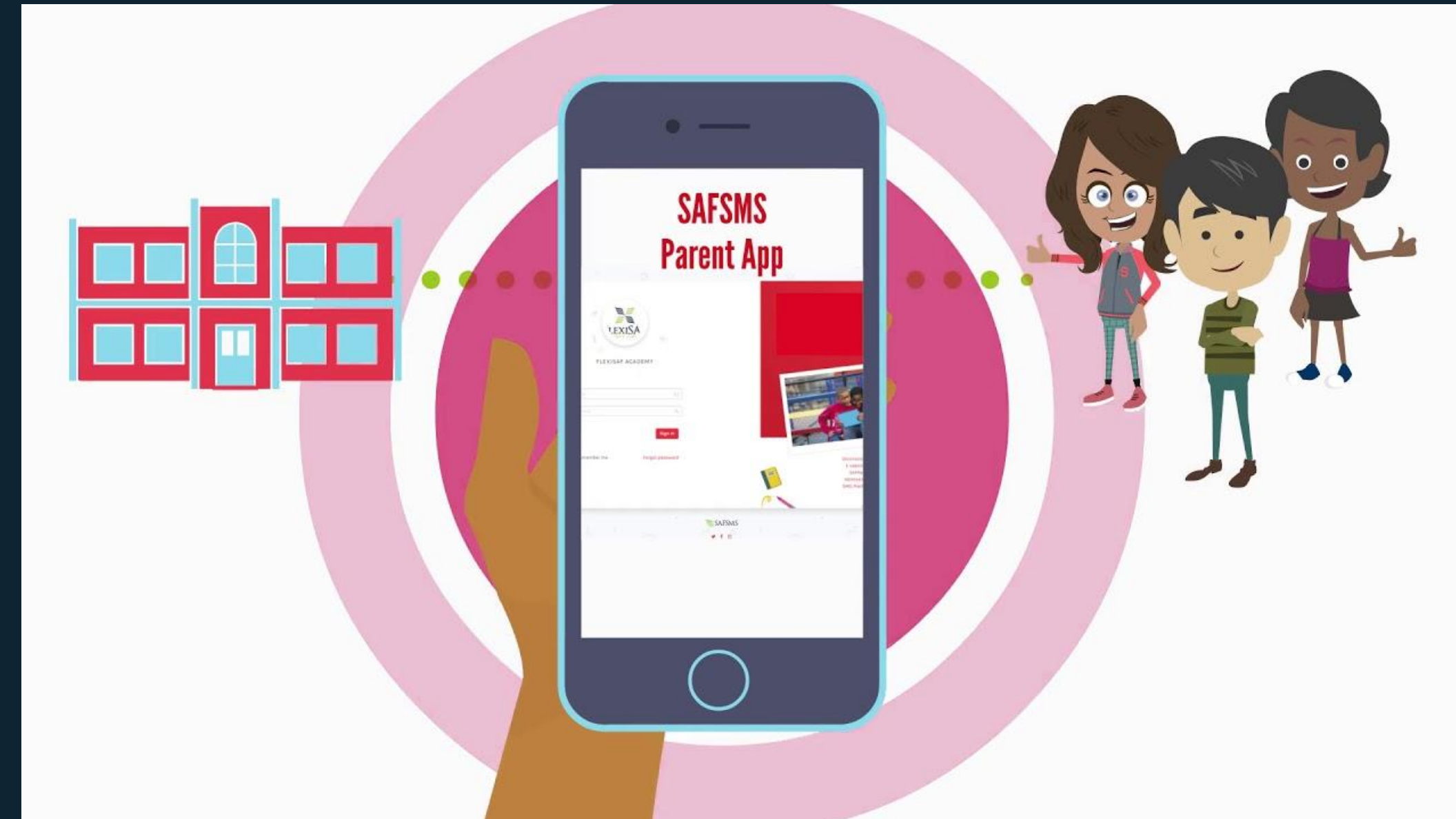
**"JOIN THE ADVENTURE WE HELP YOU
EXPAND YOUR MIND, YOUR SKILLS AND
YOUR NETWORK".**



**"WHAT MAKES YOU UNIQUE?
EXPLORE STUDY ROUTINES
& CLUBS DESIGNED AROUND YOU".**



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.

DOING MORE WITH LESS - AI, AUTOMATION AND SMART REUSE

WITH BRIAN W PIPER,
Monday 13 October, 13:30 – 14:30

