



**DEAKIN**  
UNIVERSITY AUSTRALIA

# “Caught you looking”

Using Eye-tracking to assess customer attention to retail displays

# “Counting the Costs”

Water quality and management in ornamental plant production

Deakin Graduate School of Business invites delegates from Australia’s retail nursery, flower, ornamental and garden industries to attend a seminar featuring two of America’s top horticulture researchers.

## “Caught You Looking”- Using Eye-tracking to assess customer attention to retail displays



Bridget Behe is Professor of Horticulture at Michigan State University. She has been the marketing columnist for GMPro magazine for 14 years and has been the “Ask the Expert” and the “FlowrMD” for the Flower Promotion Organization for the last five years. She is a member of the American Society for Horticultural Science (currently secretary for the Marketing and Economics Working Group), Ohio Florists’ Assn. (currently serving as Co-chair of the Garden Center

Committee), Michigan Floral Assn., and Michigan Nursery & Landscape Assn. She is a member and past-chair of a multi-state USDA project on marketing and economics of ornamental plants. One project underway is to use eye-tracking technology to improve the effectiveness of displays and other point-of-purchase communications. Volunteers wear eye tracking glasses to view plant displays. Software then collates the views of the displays in a heat map. Bridget will talk about horticulture marketing and the use of eye tracking and its practical opportunities and limitations for retail nurseries.



## “Counting the Costs”- Water quality and management in ornamental plant production



R. Tom Fernandez PhD is Associate Professor in the Department of Horticulture, at Michigan State University. He teaches Nursery Management. His research and extension program focus areas are on water quality and management, container substrate properties and nutrition, biodegradable plastics, and analyzing production costs. Tom is the co-founder of a USDA multi-state working group: Water Management and Quality for Ornamental Crop Production and Health. Tom has delivered numerous presentations and articles on water management for scientific and industry audiences, nationally and internationally. He works primarily with the ornamental nursery industry but has worked with the fruit, vegetable, and Christmas tree

industries in relation to water quality and irrigation management. Tom’s interest in horticulture arose from working in the Fernandez family ornamental greenhouse/nursery business. He worked for 8 years in the business participating in all aspects from greenhouse construction to plant production.

Seminar: “Caught you looking” and “Counting the Costs”

Friday March 2<sup>nd</sup> 2012,

9.30-12.00

Deakin City Campus

Level 3, 550 Bourke St., Melbourne

**Bookings Essential:** Email [stella.minahan@deakin.edu.au](mailto:stella.minahan@deakin.edu.au) by Friday 24<sup>th</sup> February 2012

Further information contact: Dr Stella Minahan 03 9244 5521