2018 Behavioral Summit Agenda
Draft as of 7/31/18
Breakfast and Lunch will be provided both days

Day 1 Wednesday October 24th — Morning Program (8:30AM-12:00PM)
Welcome & Introduction *Josh Wright, Executive Director ideas42*
Featured Speaker: Robert Cialdini *Interviewed by Daniel Pink*
Panel Discussion: How Behavioral Science is Changing the Field of Healthcare *Like many industries, health care is exploring how to move beyond successful behavioral innovations at the individual problem level to scaling innovations to organizational operations, new policies and systems, and ultimately larger impact. What is the next frontier in innovation in the health care space? What are the promises of the behavioral science approach – and the limitations?*
Afternoon Program (1:00PM-6:00PM)
Featured Speaker: Chris Graves, Ogilvy
Panel Discussion: Designing Beyond the Typical Consumer — Unlocking a Broader Market *When aiming for the "typical" consumer, products and services can miss out on a much broader market. For example, successful companies are designing new products that can address the needs and constraints of the low-income market. Others use inclusive design to broaden their appeal beyond an old-fashioned definition of a target customer. How is behavioral science helping organizations capture broader markets, and create better products for more people?*
Evening Reception held on site

Day 2 Thursday October 25th — Morning Program (9:00AM-12:00PM)
Opening Remarks
Panel Discussion: Building Better Systems *We've successfully used behavioral science to help individuals make better choices for their health, wealth, and happiness. But what about institutions, where choices can determine the options of many end-users over long periods of time? Organizational decision-making is also susceptible to behavioral biases -- and behavioral design can help. Voices from the academic and industry sectors will delve into what it means to incorporate behavioral science into the design of institutions, infrastructure, and policy, with especially important implications for a sustainable future.*
Featured Speaker: Laurie Santos, Yale University
Afternoon Program (1:00PM-6:00PM)
Behavioral Scientist: Investigating Gender & Work *Organizations everywhere have struggled to both incorporate diversity into their strategies, and train employees to deal with effectively navigate difficult situations should they arise. As recent events show, these efforts rarely work the way we hope. What does behavioral science tell us about biases, and how—if at all—we can overcome them? How does context affect how we behave? How do we structure environments—cultural, social, and physical—to truly support diversity and build more productive, inclusive, creative, and effective organizations?*
Featured Speaker: Betsy Levy Paluck, Princeton University
Panel Discussion: Understanding & Mitigating Risk with Behavioral Science *An understanding of human behavior is crucial for identifying, analyzing, and managing risk. From helping homeowners accurately assess flood and fire risk, to reducing the chances that employees will click on a link to a nefarious phishing scam, to advancing issues of national security, better risk management has far-reaching impacts. How can behavioral science be used to help individuals and organizations better navigate our uncertain futures?*