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## DAY 1: WEDNESDAY, OCTOBER 24<sup>TH</sup>, 2018

Convene Midtown West, 117 W 46<sup>th</sup> Street NY, NY 10036

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| 8:00 AM  | BREAKFAST   |
| 9:00 AM  | <b>Welcome &amp; Introduction</b><br><i>Josh Wright, Executive Director, ideas42</i>  |
| 9:30 AM  | <b>Featured Speaker: Robert Cialdini, in conversation with Daniel Pink</b>  |
| 10:20 AM | BREAK   |
| 10:50 AM | <b>How Behavioral Science is Changing Healthcare</b><br><i>Ann Albright (CDC), Dana Safran (Blue Cross Blue Shield), Toyin Ajayi (Cityblock Health), Shivan Mehta (UPenn)</i><br>Moderator: Ted Robertson (ideas42)             |
| 12:10 PM | LUNCH   |
| 1:30 PM  | <b>Featured Speaker: Betsy Levy Paluck</b>  |
| 2:05 PM  | <b>Evaluating and Mitigating Risk</b><br><i>Amy Binder (RF Binder), Baruch Fischhoff (Carnegie Mellon University), Masha Sedova (Elevate Security), Qamar Zaman (Banking Standards Board)</i><br>Moderator: Alex Blau (ideas42) |
| 3:25 PM  | BREAK   |
| 3:55 PM  | <b>Featured Speaker: Sendhil Mullainathan</b>   |
| 4:30 PM  | <b>The Prosocial Consumer: How Giving Sparks Action</b><br><i>Andrew Glantz (Gift a Meal), Ashley Whillans (Harvard), Charlotte Blank (Maritz)</i><br>Moderator: Jeff Kreisler (PeopleScience)                                  |
| 5:05 PM  | <b>Day 1 Closing Remarks</b>  |
| 5:15 PM  | <b>RECEPTION</b>  |



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## DAY 2: THURSDAY, OCTOBER 25<sup>TH</sup>, 2018

Convene Midtown West, 117 W 46<sup>th</sup> Street NY, NY 10036

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- 8:00 AM      BREAKFAST
- 9:00 AM      **Opening Remarks**
- 9:15 AM      **Building Better Systems**  
**Sponsored by our friends at the University of Virginia's Convergent Behavioral Science Initiative**  
*Elke Weber (Princeton), Eric Johnson (Center for the Decision Sciences), Guru Madhavan (National Academy of Sciences), Leidy Klotz (University of Virginia), Patricia Hatter (McAfee), Ruth Greenspan Bell (Woodrow Wilson International Center for Scholars), Tripp Shealy (Virginia Tech)*  
Moderator: Rory Sutherland (Ogilvy)
- 10:50 AM     BREAK
- 11:20 AM     **Special Session: ideas42 Venture Lab & Schmidt Futures Call for Ideas Winners**  
*Emily Bailard (InClassToday), Joseph Gracia (ideas42), Piyush Tantia (ideas42), and Winners of the Call for Ideas Using Computer Science and Behavioral Science to Enable Upward Mobility*
- 12:15 PM     LUNCH
- 1:35 PM      **Featured Speaker: Laurie Santos**
- 2:25 PM      **Solving for Diversity: Tackling Difficult Questions with Behavioral Science**  
*Frank Dobbin (Harvard), Morela Hernandez (University of Virginia), Sherry Hakimi (GenEquality), Siri Chilazi (Harvard), Rory Gerberg (ReadySet)*  
Moderator: Elizabeth Weingarten (Behavioral Scientist)
- 3:45 PM      BREAK
- 4:15 PM      **Featured Speaker: Christopher Graves**
- 4:45 PM      **Unlocking Underserved Markets**  
*Caroline McAndrews (Leap Fund), Karen Schoellkopf (Leap Fund), Marina Dimova (Women's World Banking), Matthew Littman (Unilever), Yanina Seltzer (Accion)*  
Moderator: Katy Davis (ideas42)
- 6:05 PM      **Closing Remarks**