

# Behavioural Economics and Change for Good

27<sup>TH</sup> FEBRUARY 2018

This high level, one-day seminar is designed to provide you with insights and inspiration on the latest thinking from the fields of behavioural economics (BE), decision science and neuroscience – whether you work in charity fundraising, arts and culture, health promotion, campaigning, or social justice.

With input from some of the UK and Europe's leading experts in decision science, the day will cover issues such as:

- using behavioural economics to improve supporter engagement
- the key techniques that are making a difference...and those that are not
- how leading commercial agencies are applying decision science to consumers
- the ethical side of nudges – what's acceptable and what's not?
- is BE/neuroscience overhyped? Will it deliver radical change?
- which charities are leading the way in using decision science in the social field?
- how to use the power of emotion to drive results



**FREE!**

Every booking before 31st January secures a free copy of Bernard Ross and Omar Mahmoud's new book: Behavioural Economics and Change for Good. Value £35

Book online at [managementcentre.co.uk/be-seminar](http://managementcentre.co.uk/be-seminar)  
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Over the last 10 years, the work of key thinkers including Nobel Prize Laureates Kahneman and Thaler, plus others such as Ariely and the UK's Sutherland, have transformed the way businesses think about and interact with customers. This work has, to some extent, made inroads into the public sector with initiatives like the UK's BIT team working on tax, transplants, health, etc. But attempts to apply much of the powerful learning to the charity and third sector have so far been seen as less successful.

If you're keen to find out how that's now changing, and how you might apply the powerful techniques available this unique seminar is for you.

## Structure

The day will consist of a number of elements:

- engaging and challenging presentations
- workshop style sessions with a chance to interact
- panel discussions + questions
- case studies from the charity and commercial sector

## For you?

There are a limited number of places – 50 maximum – to ensure the day is interactive and focussed. You'll benefit if you:

- are a director of fundraising, campaigning or supporter engagement looking for new ideas to engage supporters
- work in social welfare, housing, health or education and want to know how BE can help your cause
- know something about behavioural economics but are keen to know more, and hear about the latest thinking
- have a role in arts and culture and seek advice on how to improve access and engagement – from museums to theatres

## High level presenters – engaging sessions

To explore the overall topic, we've put together a team of seven high level presenters – each a recognised expert in the field. Their expertise is drawn from fundraising, campaigning, marketing, psychology, agency work, management consultancy, and senior charity roles.



**Richard Shotton**  
Deputy Head of Evidence at Manning Gottlieb OMD

### 24 Hours of Decisions: how BE affects everyday life

Before you can influence decisions, you need to understand what drives them. In this session Richard will explore key themes and ideas from his new book *The Choice Factory*. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he will demonstrate how our behaviour is shaped by a range of psychological shortcuts. Richard will introduce us to the practical applications of several of the key heuristics – from priming to the pratfall effect, charm pricing to the curse of knowledge.



**Mike Colling**  
Chief Executive at MC&C

### How BE adds value to fundraising and campaigning

Mike and Paul have both worked for a number of years, as consultant and practitioner, in major charity fundraising and campaigning. They will be offering complementary sessions exploring the impact that Behavioural Economics and Decision Science has had on fundraising and campaigning for agencies such as Oxfam and NSPCC.



**Paul Vanags**  
Co-Director at People and Planet

Specifically, they'll address:

- how has BE contributed to fundraising and campaigning?
- where has it failed or proved difficult to apply? And why?
- what is the future for fundraising and campaigning?

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**Omar Mahmoud**  
Chief of Market Knowledge at UNICEF Private Fundraising & Partnership (PFP) division

## The Power of Emotion

Growing evidence from decision sciences such as neuroscience, evolutionary psychology, and behavioural economics confirms what we have known intuitively for centuries: it's emotions that drive people's behaviour. But emotions still seem like love, beauty, and truth – we know it when we see it, but it's hard to define.

This presentation aims to answer 3 questions:

- What are emotions: Why are emotions important and what are the different types of emotions?
- How do emotions work: How are emotions conveyed in real life; in our day to day affairs, politics, and in the commercial sector?
- How do emotions work in the humanitarian sector: Good, and not so good examples of emotional communication and fundraising.



**Meredith Niles**  
Executive Director of Fundraising and Engagement at Marie Curie

## The Ethics of Nudging

Hopefully, this seminar will have provided ample evidence of the effectiveness of behavioural science to help drive social change. But is it too effective? Can harnessing an understanding of deep psychological motivations veer into manipulation? This session will explore the ethical implications of deploying learnings from behavioural science within fundraising. Participants should leave better equipped to examine their choices critically and to defend their practice to interested stakeholders.



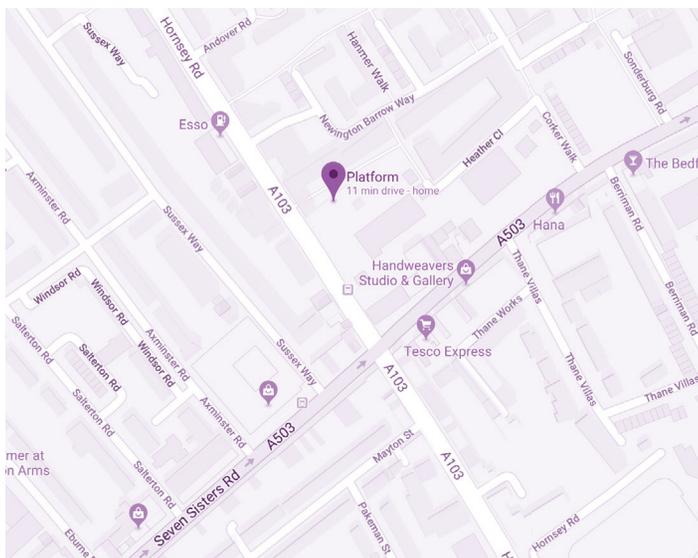
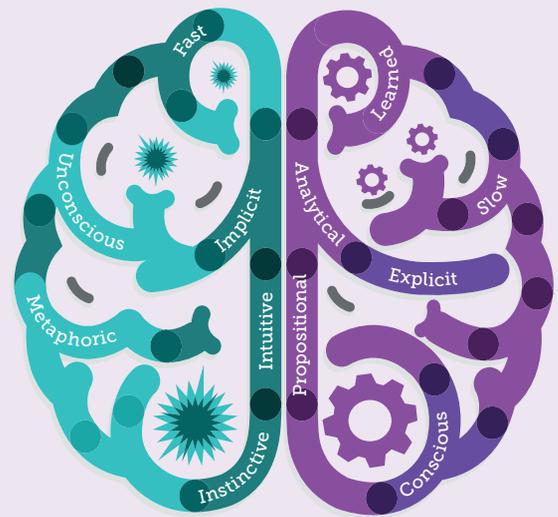
**Madeleine Croucher**  
Behavioural Specialist at Ogilvy Change

## Making Waves: How BE is impacting across the Social Sector

In two complementary sessions Madeleine and Bernard will explore some of the wider impacts that BE has had in improving health choices, supporting education, encouraging volunteering, tackling anti-social behaviour, involving people in the arts, reducing energy use, encouraging recycling etc. The session will look at specific case studies and see where is more general learning about decision architecture that charities and public bodies can apply. There will be a chance to analyse some of these case studies to explore why they worked – and also why some of the one you imagined would work didn't.



**Bernard Ross**  
Director at The Management Centre



## Investment

The cost for each place is:  
£200 + VAT.

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## Logistics

The event runs 09.00 to 17.00 on 27th February  
Venue: Platform,  
Hornsey Baths,  
2 Tiltman Place, London N7 7EE.

A full lunch and refreshments will be provided.

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