



Behavioural Economics and other MR Applications of Psychology Programme 19th April 2012

Questions can be asked via the online chat within the Webinar or via Twitter using the #NewMR tag.

	Start		Session 1
Sydney	London	New York	
		18th	
10:00am	01:00am	8:00pm*	Introduction <i>Sue York, NewMR</i>
10:03am	01:03am	8:03pm*	Behavioural Economics for Market Researchers <i>Ray Poynter, Vision Critical</i>
10:33am	01:33am	8:33pm*	Delivering client advantage with Behavioural Economics <i>Bri Williams, People Patterns</i>
11:03am	02:03am	9:03pm*	Babies, bathwater and behavioural economics: the challenges for qualitative research <i>Sue Bell and Suzanne Burdon, Susan Bell Research</i>
11:33am	02:33am	9:33pm*	Panel Discussion

	Start		Session 2
Sydney	London	New York	
7:00pm	10:00am	5:00am	Introduction <i>Sue York, NewMR</i>
7:03pm	10:03am	5:03am	BEyond Nudge : BE inspired strategic frameworks for marketing and market research <i>Crawford Hollingworth, The Behavioural Architects</i>
7:33pm	10:33am	5:33am	PROVING BJORK WRONG: How To Take Behavioural Science from Anecdote to Action <i>Tom Ewing , BrainJuicer</i>
8:03pm	11:03am	6:03am	Asking Questions Without Asking The Question <i>Neil Gains, Tapestry Works</i>
8:33pm	11:33am	6:33am	Panel Discussion

	Start		Session 3
Sydney	London	New York	
20th			
4:00am	7:00pm	2:00pm	Introduction <i>Ray Poynter, Vision Critical</i>
4:03am	7:03pm	2:03pm	Why Bad Can Be Better Than Good: Navigating the Dynamics of On-Emotion Marketing <i>Dan Hill, Sensory Logic</i>
4:33am	7:33pm	2:33pm	Better Surveys through Behavioural Economics <i>Jeffrey Henning, Affinova</i>
5:03am	8:03pm	3:03pm	Measuring the Power of Social Influence at the Shelf <i>Valla Roth, Decision Insight</i>
5:33am	8:33pm	3:33pm	Panel Discussion