7:45am  registration & continental breakfast  
president’s gallery

8:30am  welcome and agenda setting  
hosack hall

Hear from our co-founders and conference chair as they introduce the Behavioral Science & Policy Association’s annual conference – and how to get the most out of your experience in NYC with us!
Craig Fox, Todd Rogers & Sim Sitkin

8:45am  authors shaping new perspectives  
hosack hall

Challenge your assumptions on how the behavioral sciences can be applied across multiple contexts as you hear from pre-eminent researchers and experts discussing their original publications.

keynotes
Robert Cialdini (Pre-Suasion: A Revolutionary Way to Influence and Persuade)
Steven Sloman (The Knowledge Illusion: Why We Never Think Alone)
Seth Stephens-Davidowitz (Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are)

moderator
TBD

Note: Books will be available for purchase throughout the day

9:30am  policy-focused addresses  
hosack hall

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector policy makers aiming to promote the application of rigorous behavioral science research to concrete policy solutions. BSPA has identified four policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists and policy makers: energy & environment, financial decision making, tech & innovation, and justice & ethics.

speakers
Rick Larrick: energy & environment
TBD: financial decision making
Andrew Hargadon: Tech & Innovation
Jens Ludwig: justice & ethics
10:20am \textbf{break & transfer to lightning talk/policy challenge parallel sessions}

Speakers will focus on the ‘latest’ behavioral research findings in each of the four policy-focused areas: energy & environment, financial decision making, tech & innovation and justice and ethics. Participants can select one of four separate tracks to attend, and will come away from each talk with novel, actionable insights.

10:40am \textbf{lightning talk session 1}

\textit{various rooms}

Various speakers (selection process currently occurring)

11:10am \textbf{policy challenge session 1}

\textit{various rooms}

Various speakers (selection process currently occurring)

12:15pm \textbf{luncheon}

\textit{library reading room}

1:40pm \textbf{keynote interview}

\textit{hosack hall}

Speaker tbd

2:10pm \textbf{policy-focused addresses}

\textit{hosack hall}

Hear from our community thought leaders as they present the behavioral science findings most relevant to private and public sector policy makers aiming to promote the application of rigorous behavioral science research to concrete policy solutions. BSPA has identified four additional policy areas of focus where we particularly seek to encourage an interchange between behavioral scientists and policy makers: development, management & labor, health and education.

\textbf{Speakers}

- Denise Rousseau: management & labor
- Peter Ubel: health
- Bridget Terry Long: education
- Eldar Shafir: development (poverty)

3:00pm \textbf{break & transfer to lightning talk/policy challenge parallel sessions}

Speakers will focus on the ‘latest’ behavioral research findings in each of the four policy-focused areas: development, management & labor, health and education. Participants can select one of four separate tracks to attend, and will come away from each talk with novel, actionable insights.

3:20pm \textbf{lightning talk session 2}

\textit{various rooms}

Various speakers (selection process currently occurring)
3:50pm  **policy challenge session 2**  
**various rooms**  
Various speakers (selection process currently occurring)  
**Featuring**  
Bror Saxberg (Chief Learning Officer, Kaplan Learning and Innovation)  
Larry Rudman (Vice President of Instructional Design and Research, Kaplan Learning and Innovation)  

4:30pm  **transfer break**

4:35pm  **putting behavioral insights to work: lessons and successes from the navy**  
**hosack hall**  
Engage with our behavioral science practitioner experts as they highlight ‘what works’ in the private sector – and address how to increase collaborative opportunities between industry and researchers. The panel will also address the actions that policy makers inside and outside of government can take to improve their communities and work environments through the use of behavioral insights.  
**Panelist**  
Vice Admiral Herman A. Shelanski, Naval Inspector General  
**Moderator**  
Jennifer Lerner, Harvard University  

5:10pm  **concluding remarks**  
**hosack hall**  
Craig Fox & Sim Sitkin  

5:20pm  **cocktail reception**  
**library reading room**
## Roster

### BSPA Team

**Founders**
- Craig Fox, UCLA
- Sim Sitkin, Duke University

**Conference Chair**
- Todd Rogers, Harvard University

**Conference Organizers**
- Kate Wessels, BSPA
- Kaye de Kruif, BSPA
- Dave Nussbaum, BSPA

**Conference Volunteers**
- Laura Sitkin, SSRC

### Keynotes & Panelists

- **Robert Cialdini**, Arizona State University
- **Andrew Hargadon**, University of California, Davis
- **Jennifer Lerner**, Harvard University
- **Rick Larrick**, Duke University
- **Bridget Terry Long**, Harvard University
- **Jens Ludwig**, University of Chicago
- **Denise Rousseau**, Carnegie Mellon University
- **Larry Rudman**, Kaplan Learning and Innovation
- **Bror Saxberg**, Kaplan Learning and Innovation
- **Eldar Shafir**, Princeton University
- **Vice Admiral Herman A. Shelanski**, U.S. Navy
- **Steven Sloman**, Brown University
- **Seth Stephens-Davidowitz**, New York Times
- **Peter Ubel**, Duke University

*More tba*

### Lightning Talk Presenters

*Selection currently taking place*