

# CONFERENCE AGENDA 10.1



MORNING (EASTERN DAYLIGHT TIME)

AFTERNOON

08:00 AM → 09:10 AM **REGISTRATION OPENS AND CONTINENTAL BREAKFAST**

09:10 AM → 09:20 AM **INTRODUCTION AND WELCOME**  
TOM DENARI

09:20 AM → 09:45 AM **HOW SCARCITY AFFECTS CONSUMER BEHAVIOR**  
KELLY GOLDSMITH

09:50 AM → 10:15 AM **MIXED SIGNALS: HOW INCENTIVES REALLY WORK**  
URI GNEEZY

10:15 AM → 10:30 AM **Q&A: GOLDSMITH AND GNEEZY**

10:30 AM → 10:45 AM **BREAK**

10:50 AM → 11:15 AM **HOW CUSTOMERS DERIVE MEANING FROM THE MARKETPLACE**  
LAWRENCE WILLIAMS

11:20 AM → 11:45 AM **ARTIFICIAL INTELLIGENCE AND ILLUSIONS OF UNDERSTANDING**  
MOLLY CROCKETT

11:45 AM → 12:00 PM **Q&A: WILLIAMS AND CROCKET**

12:00 PM → 01:15 PM **LUNCH**

01:15 PM → 01:20 PM **WELCOME TO THE AFTERNOON**  
TOM DENARI

01:20 PM → 01:45 PM **THE IDENTITY LOYALTY PARADOX: TO GET CONTROL YOU HAVE TO GIVE UP CONTROL**  
AMERICUS REED

01:50 PM → 02:15 PM **READY FOR A SUSTAINABLE FUTURE? HOW CONSUMERS ADAPT TO NEW TECHNOLOGIES**  
MAURA SCOTT

02:15 PM → 02:30 PM **Q&A: REED AND SCOTT**

02:30 PM → 02:45 PM **BREAK**

02:50 PM → 03:15 PM **WHAT YOU CAN DO TOMORROW: MAKING BEHAVIORAL SCIENCE PRACTICAL**  
RYAN HAMILTON

03:20 PM → 03:40 PM **APPLYING THE PRINCIPLES OF UNREASONABLE**  
TOM DENARI AND KARI O'NEILL

03:45 PM → 04:00 PM **Q&A: HAMILTON, DENARI & O'NEILL**

04:00 PM → 06:00 PM **COCKTAIL HOUR AND DISCUSSION**

PRESENTED BY



CONFERENCE

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