

CONFERENCE AGENDA 10.1

UNREASONABLE

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 CROCKETT**

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**