



You **Better** Behave!
Accelerate Growth through Behavioral Science

Welcome!





Meet Your Hosts



Alex Hunt

CEO



Brent Snider

Co-CEO & Chief Revenue Officer



Anders Bengtsson, Ph. D.

Founder & CEO





Over 75% of Sessions Presented by the World's Leading Brands



LCBO



UNDER ARMOUR





WELCOME FROM
OUR MC & HOSTS



MELINA PALMER
FOUNDER OF THE BRAINY BUSINESS PODCAST

IT'S A BEHAVIORAL WORLD
AFTER ALL



JASON CHEBIB
FORMERLY VP CONSUMER PLANNING AT DIAGEO

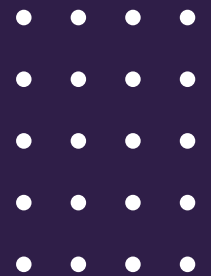
5 BEHAVIORAL INSIGHTS
DISTILLED FROM 200
PODCAST INTERVIEWS



KURT NELSON, PH.D. AND TIM HOULIHAN
HOSTS OF THE BEHAVIORAL GROOVES PODCAST

Opening & Keynotes

12:00 pm ET



FEEL, BEHAVE, THINK,
CLOSING THE SAY/DO GAP
TO DRIVE BRAND STRATEGY



SUZY DAVIDKHANIAN //
FORMERLY MACY'S



TODD TRAUTZ // MARU



LIZ MILLER // MARU

HOW BESCİ FORMED THE
ROADMAP OF INNOVATION



XAVIER VAISSIERE //
COLGATE-PALMOLIVE



RAINIER VAN RIETSCHOTEN //
PROTOBRAND

BUILDING BY MINDSTATE



ERIN WILLIS // WOODSIDE HOMES



WILL LEACH // MINDSTATE GROUP

UNCOVERING BRAND "IDEALS"
WITH BEHAVIORAL SCIENCE



LAUREN MICHNIACKI //
CLOROX / HIDDEN VALLEY RANCH



JOE ST. HILAIRE-BONA //
PROTOBRAND

OVERCOMING THE
BEHAVIOR DISCONNECT



MICHELE MCCORRY //
BEHAVIORALLY



CATY GRZYMAJLO //
BACARDI



ELISABETH TRAWINSKI //
RECKITT



DAVE HYLAND //
EDGEWELL

Module 1

Increasing Consumer Understanding

12:50 pm ET



**RUNNING TOWARD A
GREENER FUTURE**



JACKIE BOSCO // REEBOK



MATT LAVOIE // REEBOK

**CLOSING THE GAP: SOCIALLY
DISTANCED, YET CLOSER TO
CONSUMERS**



SANDI EVINK // NESTLÉ



MATT SALEM // BEHAVIORALLY

**TEENS IN THE EMOTIONAL
TIME OF COVID**



DWANE MORGAN // UNDER ARMOUR



RENE HUEY-LIPTON // MARU

**BEHAVIORS SHAPED BY A
PANDEMIC & HOW TO MAKE
THEM STICK**



LAUREN DAVITT //
BEHAVIORALLY



MICHELLE GIBB // BAYER



DANIEL HUNT // FERRARA

Module 2

Delivering Growth Outcomes

2:30 pm ET



HOW BEHAVIORAL SCIENCE
METHODS CAN ILLUMINATE
HEALTHCARE DECISIONS



JOHN SHORTELL // BAYER



ERICA RUYLE // MARU



RICH DURANTE // MARU

TRANSFORMING MIT SLOAN'S
COMMUNICATION STRATEGY



LINDSEY FIELDMAN // MIT SLOAN



APURVA KENNEKAR // PROTOBRAND

INFUSING BEHAVIORAL
SCIENCE TO ELEVATE INSIGHTS



CLIFF KANE // BEHAVIORALLY



LESLIE PICKUP //
PRESTIGE CONSUMER HEALTHCARE

ALCOHOL & CANNABIS IN
COVID TIMES & BEYOND



RAFAEL ALENCAR //
AURORA CANNABIS



VIKTORIYA ARTEMYEVA //
LCBO



ANDREW GRENVILLE //
MARU

Module 3 Driving Transformation

3:55 pm ET





INDISTRACTABLE: HOW TO
CONTROL YOUR ATTENTION
AND CHOOSE YOUR LIFE



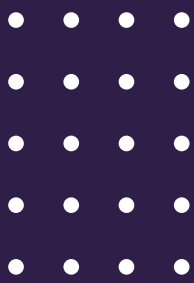
NIR EYAL
AUTHOR OF HOOKED AND INDISTRACTABLE

Closing Keynote
5:20 pm ET

BREAK OUT ROOMS

Network // Chat // Meet the Hosts & Speakers

Happy Hour!
6:00 pm ET





Jason Chebib

Jason Chebib recently closed out an eight-year stint at Diageo, where he led Planning for Global Whiskies in Amsterdam, followed by five years as VP Consumer Planning in New York. In his time Jason has been a brand consultant and marketing trainer, lecturer in marketing and spent eighteen years in comms agencies in London, including BBDO, Publicis and Ogilvy. Jason has won multiple awards for strategy, creative and marketing capability building, including APG, IPA Effectiveness and AURA awards. Amongst other posts Jason is Co-Chair of The Marketing Society New York, Chair of the ANA's Agency Relations Committee, and a visiting lecturer at CUNY. Jason has spoken widely on brands and marketing, especially in the US where he has featured at ILEX, AdWeek and the FT's Future of Marketing festival, and he has been an EFFIE and ECHO juror and a NARB Board Member. Jason is passionate about marketing as a science, and is committed to giving back by mentoring aspiring strategists who want to learn.



Tim Houlihan

Tim Houlihan is the founder and chief behavioral strategist of BehaviorAlchemy and is passionate about findings answers to the why-we-do-what-we-do question. His consultancy applies a behavioral lens to improve the lives of workers, customers and policy makers and his clients include non-profits and firms from the Global 1000. He is a frequent university guest lecturer and a speaker at behavioral symposiums. He is a co-founder of Behavioral Grooves, a weekly podcast with listeners in more than 120 countries.





Kurt Nelson, PhD

Kurt is a sought-after consultant, speaker and recognized leader in human motivation and behavior change. For over 20 years, Kurt has worked with global companies to apply behavioral science principles to drive change in their organizations.

He is founder and president of The Lantern Group, a behavioral change and communication agency. He also is the co-founder, with Tim Houlihan, of the Behavioral Grooves and Weekly Grooves podcasts, where they interview leading academic and business executives from around the world and explore how they apply behavioral science to their work and lives.

All his work focuses on understanding ways to positively influence how people behave.



Nir Eyal

Nir Eyal writes, consults, and teaches about the intersection of psychology, technology, and business. Nir previously taught as a Lecturer in Marketing at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford.

Nir co-founded and sold two tech companies since 2003 and was dubbed by The M.I.T. Technology Review as, "The Prophet of Habit-Forming Technology."

He is the author of two bestselling books, *Hooked: How to Build Habit-Forming Products* and *Indistractable: How to Control Your Attention and Choose Your Life*.

Indistractable received critical acclaim, winning the Outstanding Works of Literature (OWL) Award as well as being named one of the Best Business and Leadership Books of the Year by Amazon and one of the Best Personal Development Books of the Year by Audible. The Globe and Mail called *Indistractable*, "the best business book of 2019."

In addition to blogging at NirAndFar.com, Nir's writing has been featured in The New York Times, The Harvard Business Review, Time Magazine, and Psychology Today.

Nir is also an active investor in habit-forming technologies. Some of his past investments include Eventbrite (NYSE:EB), Anchor.fm (acquired by Spotify), Kahoot! (KAHOOT-ME.OL), Canva, Refresh.io (acquired by LinkedIn), Product Hunt, Marco Polo, Presence Learning, 7 Cups, Pana, Byte Foods, FocusMate, Shadow, Dynamicare, Wise App, and Cutback Coach.

Nir attended The Stanford Graduate School of Business and Emory University.





Melina Palmer



Melina Palmer is founder and CEO of The Brainy Business, which provides behavioral economics consulting to businesses of all sizes from around the world. Her podcast, The Brainy Business: Understanding the Psychology of Why People Buy, has downloads in over 160 countries and is used as a resource for teaching applied behavioral economics for many universities and businesses. Melina obtained her bachelor's degree in business administration: marketing and worked in corporate marketing and brand strategy for over a decade before earning her master's in behavioral economics. She has contributed research to the Association for Consumer Research, Filene Research Institute, and runs the Behavioral Economics & Business column for Inc Magazine. She teaches applied behavioral economics through the Texas A&M Human Behavior Lab and her first book, What Your Customer Wants (And Can't Tell You), is scheduled for publication in May 2021.



Indistractable: How to Control Your Attention and Choose Your Life

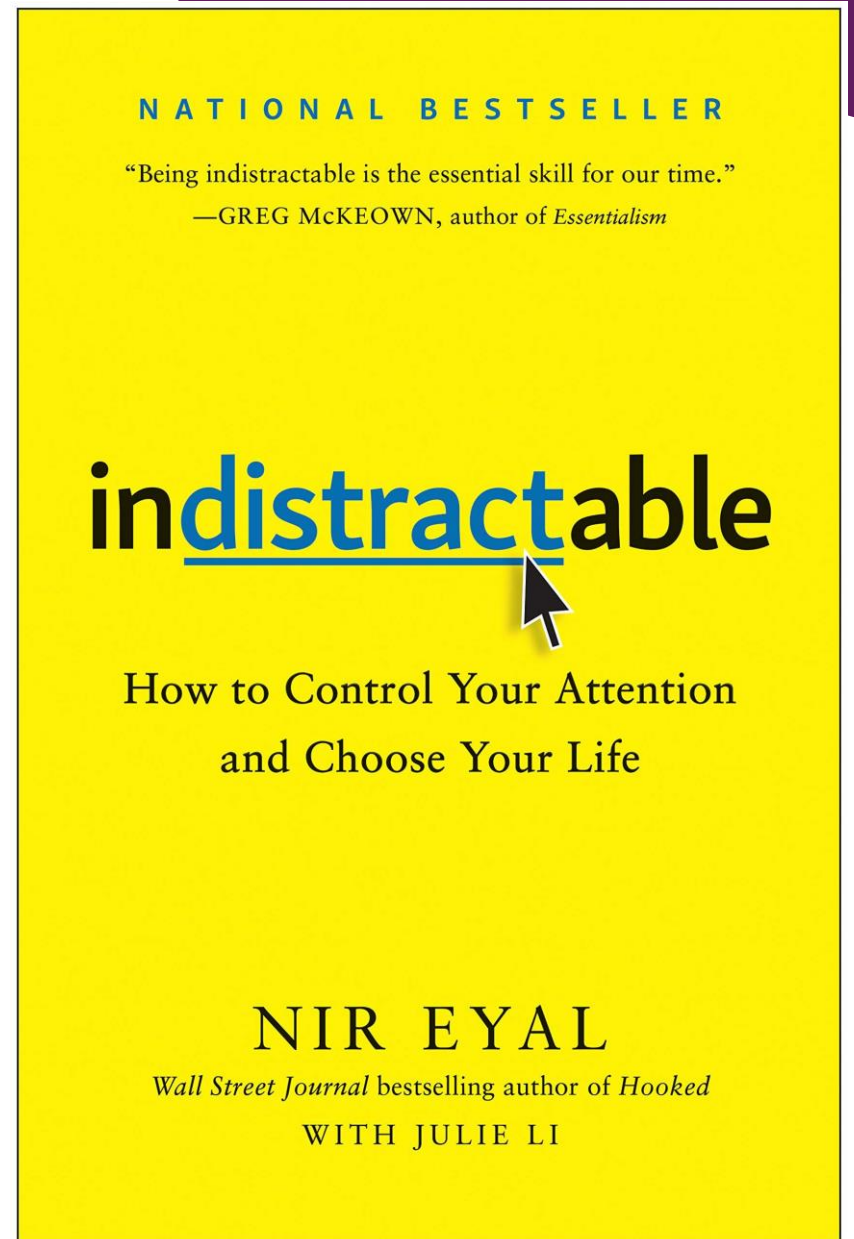


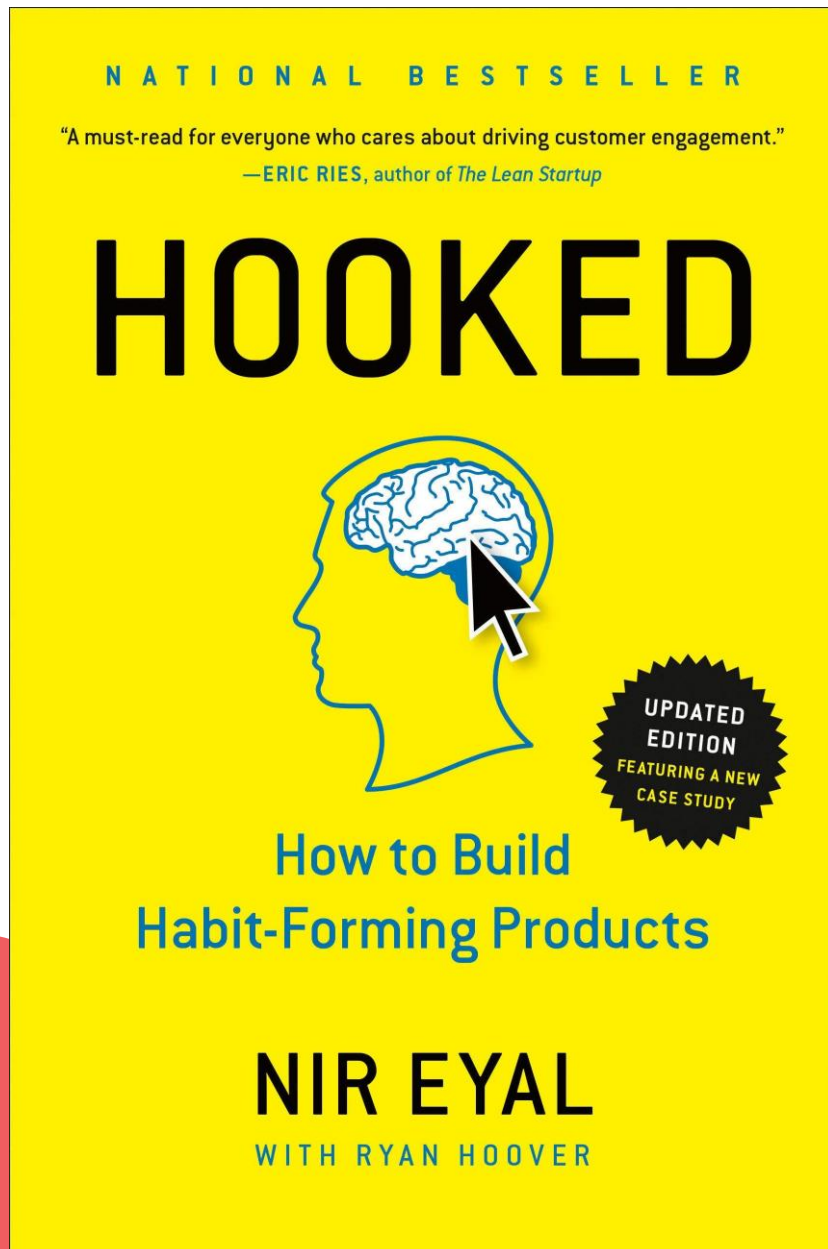
Nir Eyal

<https://www.nirandfar.com/>

In *Indistractable*, Eyal reveals the hidden psychology driving us to distraction. He describes why solving the problem is not as simple as swearing off our devices – abstinence is impractical and often makes us want more.

Eyal lays bare the secret of finally doing what you say you will do with a four-step, research-backed model. *Indistractable* reveals the key to getting the best out of technology, without letting it get the best of us.





▶ Hooked: How to Build Habit-Forming Products



Nir Eyal

<https://www.nirandfar.com/>

Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us?

Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior.

Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging.

Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. *Hooked* is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior.





► What Your Customer Wants and Can't Tell You

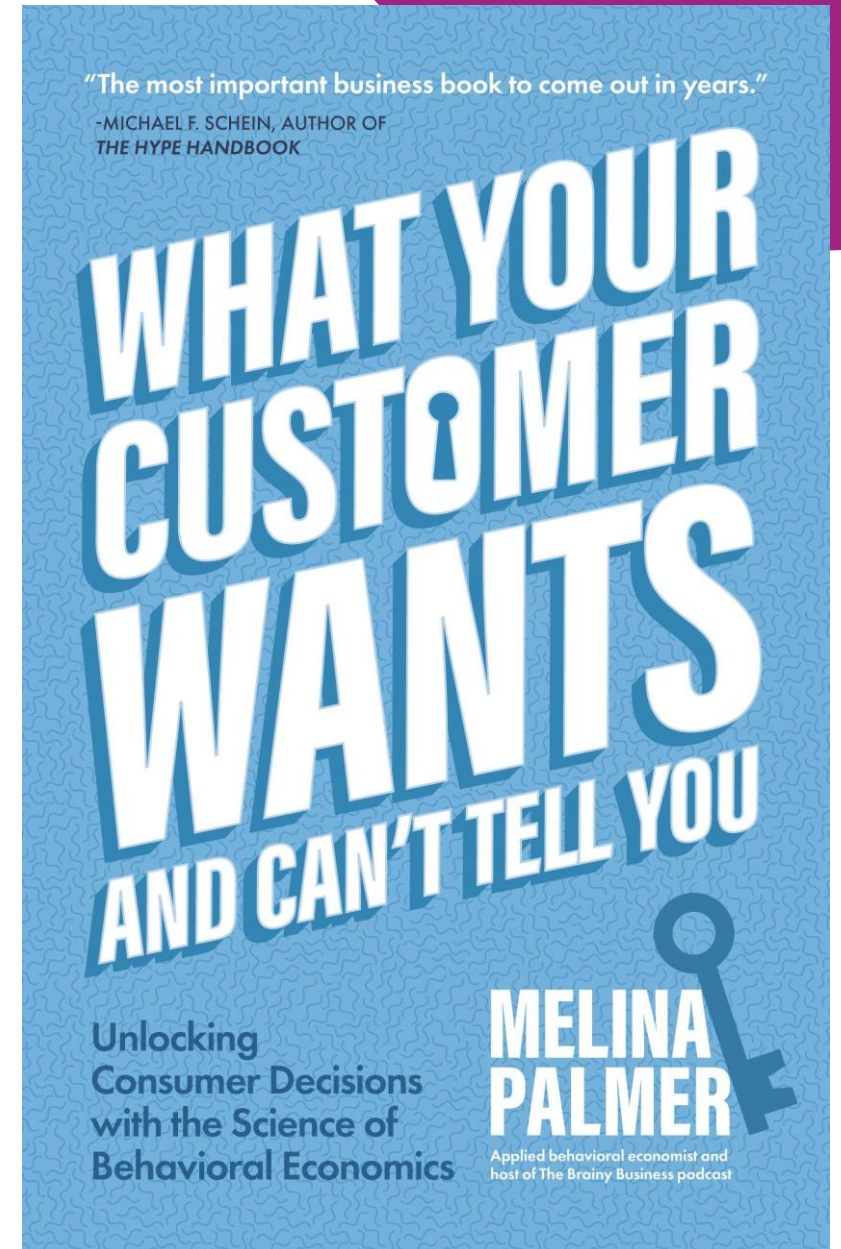
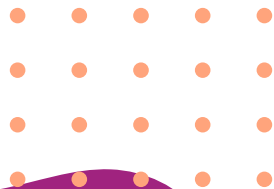


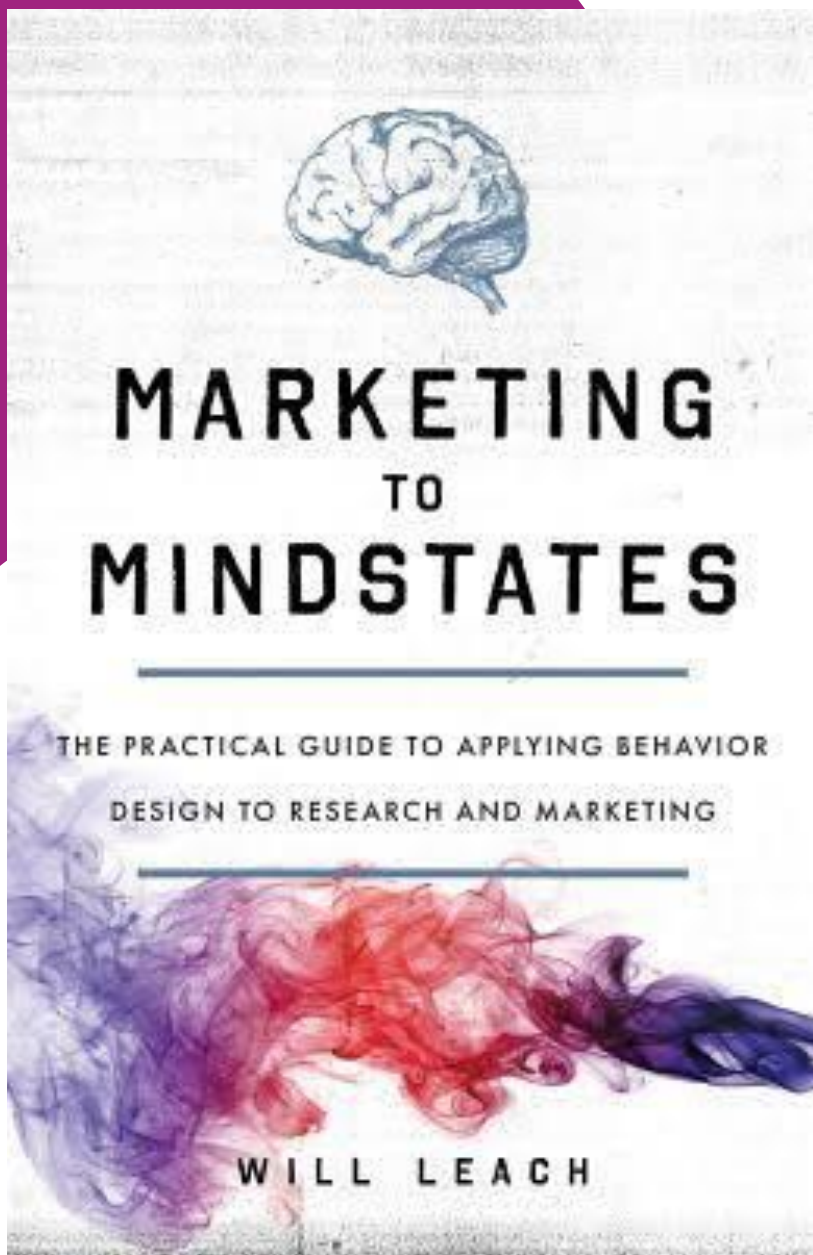
Melina Palmer

<https://thebrainybusiness.com/>

What Your Customer Wants (And Can't Tell You) explains the neuroscience of consumer behavior. Learn exactly why people buy—and how to use that knowledge to improve pricing, increase sales, create better “brain-friendly” brand messaging, and be a more effective leader.

Release Date: May 11, 2021





► Marketing to Mindstates

The Practical Guide to Applying Behavior Design to Research and Marketing



Will Leach

<https://www.mindstategroup.com/>

In *Marketing to Mindstates*, Will Leach, founder of TriggerPoint Design, a leading behavior research and design consultancy, demystifies this nonconscious filter and explains how to bypass it, introducing readers to temporary moments of influence called mindstates. Using his Mindstate Behavioral Model, he shows you specifically how to create behaviorally optimized messaging designed to activate these mindstates and trigger real emotional engagement.



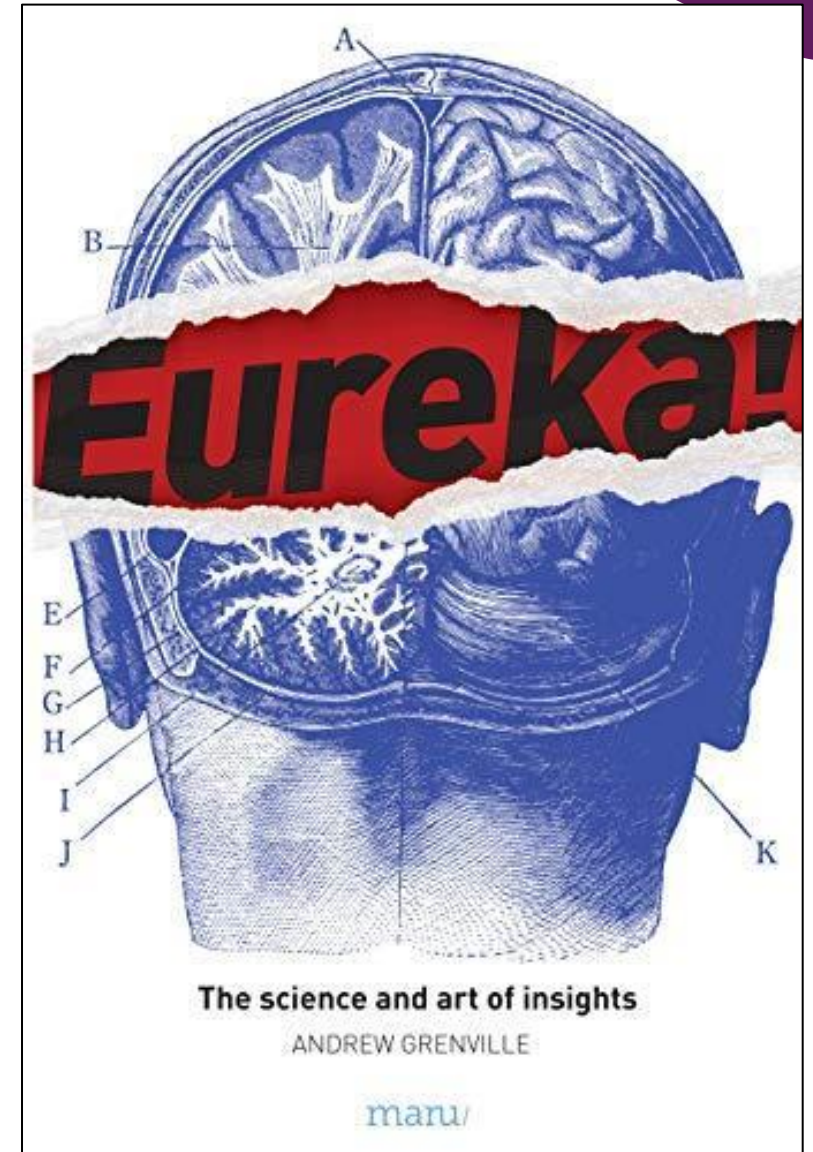
Eureka! The science and art of insights



Andrew Grenville

<https://www.marugroup.net/publications>

Arriving at a clear and powerful insight is harder than it seems. Our pattern-making brains are subject to many biases. We can't see our blind spots and are often led down the wrong path by tunnel vision. As an industry we don't think much about how we arrive at an insight; we just do some analysis and assume it's the best it can be. But is it? Intelligence analysts, doctors, detectives, lawyers, psychologists, and other sense-makers have grappled with questions of cognitive bias and misperception and how these limitations affect their insights. This book explores the steps other sense-makers have taken to combat their biases and blind spots. Their discoveries provide clear direction on how to elevate the quality and consistency of our insights. See further by standing on the shoulders of these giants.





The Brainy Business Podcast



Consumers are weird. They don't do what they say they will do and don't act how we think they "should." Enter Melina Palmer, a sales conversion expert with a personal mission to make your business more effective and brain friendly. In this podcast, Melina will take the complex concepts of behavioral economics (the study and science of why people buy - or not) and provide simple, actionable tips you can apply right away in your business. Whether you're a small business or thriving corporation, Melina's tips can help your business increase sales and get more customers.

<https://thebrainybusiness.com/>





Behavioral Grooves Podcast

Improve your work and life through science! Behavioral Grooves is a discussion of the positive application of behavioral science to work and life. It's the WHY WE DO WHAT WE DO podcast. Kurt Nelson, Ph.D., and Tim Houlihan interview leading researchers, academics, practitioners, and accidental behavioral scientists. Our conversations are lively, spontaneous, full of laughs, and insights into the science behind why we do what we do. We conclude each podcast with a grooving session, recorded after the interview, where we explore the science and reflect on the key takeaways from the interview and the topics we discussed.

<https://behavioralgrooves.com/>



Behaviorally presents...

Our Best Behavior

A Podcast Series to Help You Drive Shopper Growth

Behaviorally (formerly PRS) helps brands make better marketing decisions by defining and diagnosing the digital and physical behaviors that drive shopper growth with our unique behavioral framework, digital-first approach, and decades of experience.

Our 2020 Podcast Series (as PRS IN VIVO) was the winner of the Market Research Podcast of the year awarded by GreenBook and Little Bird Marketing!

<https://www.behaviorally.com/podcast/>



Our Charitable Giving Initiative

For each attendee, your hosts will donate \$1 to each of these great causes:



ESOMAR Foundation

Leverages research to help nonprofits measure their own impact and improve performance.



1% for the Planet

Helps fund environmental organizations so they can more effectively resolve Earth's most pressing issues



Braven

Empowers underrepresented young people with skills, experience, and networks necessary to transition from college to the professional world

Want More?

Delve Deeper with Will Leach



Create Customer Desire For Your Business Using Behavioral Science

Watch two, on-demand masterclasses for FREE now
to grow your business via behavioral science-based
insights and marketing.

Watch the Free Masterclasses Now:
[Mindstategroup.com/masterclass](https://mindstategroup.com/masterclass)



► 6:00 pm ET

Happy Hour!

BREAKOUT ROOMS

Jams with
Behavioral Grooves



Behavioral Marketing Hacks
Live with Will Leach



Q&A with our
MC Melina Palmer



Enter the Inferno of Influence
with FireGuy (Brant Matthews)



Beating Bias: 6 Steps to Deeper
Insights with Maru



Cigars & Beer
with Matt Salem

& MORE



Alex's Cocktail

Gin & Tonic

Ingredients

2 ounces gin

4 to 5 ounces tonic water

Garnish: lime wedge

How to Mix

- In a highball glass filled with ice cubes, pour the gin, then top with tonic.
- Gently stir to combine
- Garnish with a lime wedge



Alex Hunt

CEO





Brent's Cocktail

Vodka Lime Seltzer

Ingredients

1 1/2 oz Tito's Handmade Vodka
4 oz Sparkling Water

How to Mix

- Fill a glass with ice
- Pour in Tito's Handmade Vodka
- Fill the rest of the glass with sparkling water
- Stir
- Garnish with a lemon or a lime



Brent Snider
Co-CEO & Chief Revenue Officer

maru/





Ander's Cocktail

Moscow Mule

Ingredients

- 2 oz. vodka
- 1/2 oz. lime juice, freshly squeezed
- 6 oz. ginger beer

How to Mix

- Squeeze lime juice into a copper mug (or a Collins glass) and drop in the spent shell.
- Add ice cubes, then pour in the vodka and fill with cold ginger beer.
- Serve with a stirring rod.



Anders Bengtsson, Ph.D.

Founder & CEO

protoprand





You **Better** Behave!
Accelerate Growth through Behavioral Science

See You
There!



www.youbetterbehave.live

