

BIG & CLEVER

SINCE 2013



LEARN TO THINK LIKE A BEHAVIOURAL SCIENTIST

JOIN US AT NUDGESTOCK ON JUNE 10

DISCOVER THE ANSWERS TO THESE BIG QUESTIONS, AND MORE:

What will the impact of the metaverse
be on our psychology?

How can we convince people to switch to
electric cars? Or to get vaccinated?

What shape will post-pandemic retail take?

WHAT IS BEHAVIOURAL SCIENCE? This field is a blend of many disciplines, including anthropology, economics, and psychology. Behavioural science is the study of why we do things, and how we can do things differently.

WHAT IS NUDGESTOCK? Join us on June 10th for the 10th edition of Nudgestock, a day of big and clever ideas on the leading edge of behavioural science, hosted by Rory Sutherland. To commemorate a decade of nudging, there will be 10 hours' worth of content for you to snack on or binge (and, either way, you can technically say you're working, right?).

To learn how to ask the big questions and find original answers, you'll hear from some big names. Here's a taste of who's to come:



Matthew Syed

on Creativity
in the Brain



Maya Shankar

on Behavioural
Science in the
US Government



Dan Pink

on The Power
of Regret



Katy Milkman

on Nudging to
Increase
Vaccinations

INTERESTED?

To reserve your complimentary Nudgestock ticket,
just click the button below or visit nudgestock.com.

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