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AGENDA

- 8.15 Registration and arrival tea and coffee
- 8.45 Welcome & conference overview Adam Ferrier, MSiX curator
- 9.00 **KEYNOTE** Building brands through transparency
- 10.00 On earth as it is in heaven: What would marketing/advertising look like in utopia?
- **10.40** MORNING TEA
- 11.00 Using behavioural economics to shape public policy, and people's behaviour
- 11.40 The Creative vs. Media Battle
- 12.25 The future of behavioural science will be more like music than magic: building creativity

1.05 LUNCH

- 2.00 Big or small, how to get clever data
- 2.45 Consumer neuroscience: Brave new world or bullshit?
- Please, not another bias! 3.35 An evolutionary take on behavioural economics
- AFTERNOON TEA 4.15
- 4.30 (How not to be a) Dummy's guide to distinctive brand assets
- Why science and creativity are friends 5.10
- The Quiz and wrap up 5.50
- CLOSE 6.00
- Drinks reception 6.00
- 6.30 **MSiX** Awards

THURSDAY, JULY 30



Adam Ferrier, MSiX curator

9.00 KEYNOTE: Building brands through transparency

How does a pizza tracker build shareholder value for a pizza brand? With greater transparency, comes greater trust from your stakeholders. The more trust, the more

administration, Marketing Unit, Harvard Business School value. Norton's ground breaking research will show how building transparency into your brand, business or

increase satisfaction and trigger action.

10.00 On earth as it is in heaven: What would marketing/advertising look like in utopia?

The role of marketing and advertising in utopia Gaps between utopia and our neck of the woods How we're getting closer to utopia

Nicholas Gruen CEO, Lateral Econom

10.40 MORNING TEA

11.00 Using behavioural economics to shape public policy, and people's behaviour

- Why policies that constrain our choices can actually improve our lives
- How the UK government's 'Nudge Unit', and NSW Government got their taxes paid on time Andrew Leigh Shadow Assistant Treasurer
- Six ways behavioural economics will affect policymaking in the future

11.40 The Creative vs. Media battle: Which side of the agency fence do marketing sciences belong to creative or media?











Sam Tatam

behavioural science lead, #OgilvyChange

- 12.25 The future of behavioural science will be more like music than magic: building creativity
- Behavioural science isn't new, but how we use it can be
- Why we must embrace and utilise behavioural science like musicians
- How, by thinking this way, our interventions will continue to evolve and influence

1.05 LUNCH

2.00 Big or small, how to get clever data

A panel discussion on how to set up systems and processes that allow your company to make the most out of the data you have.







Rebecca James chief marketing officer, ME Bank

Justin Hind Andy Lark CEO & co-founder chief marketing officer, Xero With Collective

Howard Parry Husbands CEO, Pollinate

2.45 Consumer neuroscience: Brave new world or bullshit?







Dr Philip Harris assoc. director of advertising & media partnerships, Optus director. Nuro

Richard Silberstein chairman, Neuro-Insight

3.35 Please, not another bias! An evolutionary take on behavioural economics

- How evolutionary biology provides a framework to understand human consumer) behaviour
- Why we should think of humans as evolved animals to understand decision making
- Why my least favourite Wikipedia page is the "List of cognitive biases"



economist and public policy specialist

Aaron Michie chief innovation officer, ZenithOptimedia Phil Phelan national strategy director,



CEO & co-founder

Howard Parry

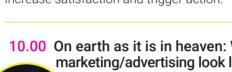
Husbands,

CEO, Pollinate

Michael Norton

professor of business

processes will help people see value in your offer, (re)gain trust,





4.15 AFTERNOON TEA

4.30 (How not to be a) Dummy's guide to distinctive brand assets

Marketing science tells us distinctive brand assets are invaluable for brands wanting to grow. We'll look at:

- · How distinctive assets help build a brand
- · How to assess the strength of your brand assets
- How to avoid the common mistakes when building a strong brand identity



lenni Romaniuk research professor & associate director (international) Ehrenberg-Bass Institute, University of South Australia

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5.10 Why science and creativity are friends



- Why scientists hate it when we talk about creativity like it's the opposite of what they do
- Why creative awards are the most scientific thing we do

James Hurman founder & principal Previously Unavailable

- How evolutionary biology holds the key to better creative work
- 5.50 The Quiz and wrap up
- 6.00 Drinks reception
- 6.30 MSiX Awards



