



Behavioural Economics in Practice for Social and Economic Research

Tuesday 29th March, 2016, Islamabad Club

Traditional economic theory assumes that we are all rational and that we maximize our own interest or “utility” at all times. Behavioral economics makes no such assumption.

For example, if we always acted in our best interest all the time, then we would all have amazing bodies and be in the best shape, we would never overeat and we’d all exercise regularly. We’d have tonnes of money saved and we’d never overspend. In the rational model, a big reason why people don’t act in their best interest is just a lack of information. If this were true, the logical response would be education: let’s teach people how to eat better, how to exercise, or how to save.

What’s the problem with this? In most domains, this doesn’t work. Everyone knows that a salad is a better option for you than a hamburger. Unfortunately, giving someone that knowledge isn’t magically going to get them to go for the salad when that burger just seems so juicy.

WHAT YOU WILL GAIN:

This workshop will provide participants with technical tools required to apply a structured approach to programme design and implementation; that incorporates behavioural and economic theory at every stage to maximize programme and policy effectiveness. Understanding human behaviour, what motivates us and drives our decisions, is imperative for policy developers, marketers and business leaders.

In short, fun and information-packed sessions you will be introduced to interesting research findings from the field of behavioral economics. You’ll also get examples on how to best apply these findings to your product or service. Dr. Umar Taj explains from this perspective why we do what we do, when we do it.

Each participant will be awarded certification of workshop completion from Gallup Pakistan.

WHO SHOULD ATTEND:

This course is designed for a broad range of actors people who play strategic decision-making roles in their organisations create and build products and services that change behaviour for the good, inclusive of:

- Practitioners working in the development sector;
- Mid-tier government officials in policy programs;
- Researchers, academics and economists; and
- Managers and project officers

AGENDA:

9.30am – 10am	<i>Registration and refreshments</i>
10am – 11am	'Evidence-based Policy Making' by Dr. Ijaz Shafi Gilani
11am – 11.30am	<i>Tea break</i>
11.30am – 1pm	Behavioural Science: Insights by Dr. Umar Taj Explaining what is behavioural science and an introduction to behaviour principles that are at play at an individual level
1pm – 2pm	<i>Lunch</i>
2pm – 3pm	Behavioural Science: Application by Dr. Umar Taj Developing a practical understanding of how behavioural science can be applied to the design of products and services
3pm – 3.30pm	<i>Tea</i>
3.30pm – 4.30pm	Behavioural Science: Experimentation by Dr. Umar Taj Gaining an understanding of how randomized controlled trials or experiments can provide a practical insights into the evaluation of products and services
4.30pm – 5pm	Conclusion

FACILITATOR:

Umar is a Doctoral Researcher in the Behavioural Science Group at Warwick Business School. His latest work has led into development of a behavioural insights solution for social development organisations which systematically identifies barriers to behaviour change and leads the user to develop interventions to overcome those barriers. This international award-winning solution has recently been branded by WIN/Gallup International worldwide. Alongside research, Umar has been working as a behavioural consultant for Gallup Pakistan over the last 3 years and has been involved in social development projects with World Bank, UNDP, USAID and DFID to name a few. He holds an MSc in Decision Science from London School of Economics and Political Science (LSE).

APPLICATION PROCEDURE:

- Apply online by filling in the registration form
- Please write to training@gallup.com.pk for the form
- Deadline for submission of online registration forms is 25th March 2016
- Submit the form by sending it back to training@gallup.com.pk
- Successful applicants will be required to submit the workshop fee by Friday 25th March

VENUE AND COURSE FEE:

The workshop will be held at Islamabad Club at 9:30 am on the 29th March 2016

The fee per person is set at Rs.7,500 (Lunch and tea will be provided)

For a group of 4, fee per person is set at Rs. 5,000

Payment Options are as follows:

1. Online Deposit at ABL (Branch Code: 0581) – F-7/2 Branch, Islamabad
A/C # 0010001553230047 – “Gallup Pakistan”
2. Cross Cheque: Account Title: “Gallup Pakistan”
3. Pay order/Demand Draft for: Gallup Pakistan”

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