

MASTERING BEHAVIOUR CHANGE FOR A CHANGING WORLD



8 - 11 March 2021



S\$4,000 + 7% GST



Some of today's most important policy challenges can only be addressed through effective, population level behaviour change.

Despite growing interest and investment in behavioural science, uncovering and applying relevant insights in a real-world context remain challenging — particularly when the context in which we operate is rapidly evolving. Technology, digital and social media are transforming the way we behave, connect with each other, consume information and engage with public services.

Building on the success of Kantar's Behaviour Change Academy, Kantar and the Lee Kuan Yew School of Public Policy (LKYSPP) are collaborating on a 4-day immersive programme adapted for the APAC region and with a future-focus.

The course brings together practitioners, researchers and scholars from behavioural science, service design, public policy and data analytics from LKYSPP and Kantar. Our diverse team of instructors allows us to create a cross-disciplinary learning experience that will arm participants with the latest in behavioural insights along with a strategic planning and implementation lens.

With a focus on applied learning, participants will team up to work on real-world problems. From scoping the behavioural issue through to evaluation, participants will also have the opportunity to surface their own policy challenges and seek advice through 1-on-1 'clinic sessions' with our team of instructors.

WHAT WILL YOU GAIN

- Sharpen skills in designing, planning, executing and evaluating large and small scale behaviour change interventions across different policy areas and programmes
- Discover new methods and tools for measuring and understanding behaviour, including the use of big data and advanced analytics to identify patterns and drivers of behaviour
- Become familiar with leading frameworks for diagnosing behavioural influences and guiding the design of behaviourally-informed interventions
- Learn how these simple and pragmatic frameworks and approaches can be applied in real policy contexts, by working through Kantar's 4-stage behaviour change process
- Explore the best mix of policy levers to achieve desired policy and behavioural objectives, with a focus on data-driven and digital-first solutions

WHO SHOULD ATTEND

- Mid- to senior-level public officers who guide the development of behaviour change policies, programmes and marketing communications strategies, or the design and delivery of public services, who already have some basic knowledge and/or experience of behavioural insights

FEATURED FACULTY

Sandra Lim

Managing Director, Kantar Public Singapore

Denise Ong

Behaviour Change & Service Design Lead, Kantar Public Singapore

Francesco Mancini

Associate Dean & Associate Professor in Practice, LKYSPP

Reuben Ng

Assistant Professor, LKYSPP

KANTAR

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Kantar is the world's leading data, insights and consulting company. Combining their expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organisations succeed and grow.

Kantar's Public Division works with its clients to build a better public realm. They advise on global best practices in public policy, public service delivery and public communications, delivered by their local expert teams.