

BIG Difference BC 2022

Using Behavioural Insights to Create Lasting Change

Save
the date

Friday, November 4, 2022 • Online
9:00am to 4:00pm Pacific Time

BIG Difference BC 2022 will celebrate using behavioural science to have a positive, lasting impact across a wide range of topics and sectors in BC and beyond, featuring:

- Keynote on **behavioural science and anti-racism** by Dr. Crystal Hall, University of Washington
- Special session on **behavioural insights in organizations**
- **Lightning talks and digital posters** sharing case studies, research results, and lessons learned
- **Call for submissions coming soon! Free registration will open in early fall.**



UBC SAUDER
SCHOOL OF BUSINESS

DIBS
Decision Insights for Business & Society

 **BC BEHAVIOURAL
INSIGHTS GROUP**



Where ideas work

WORK SAFE BC

visit <https://bigdifferencebc.ca> • follow #BIGdifferenceBC