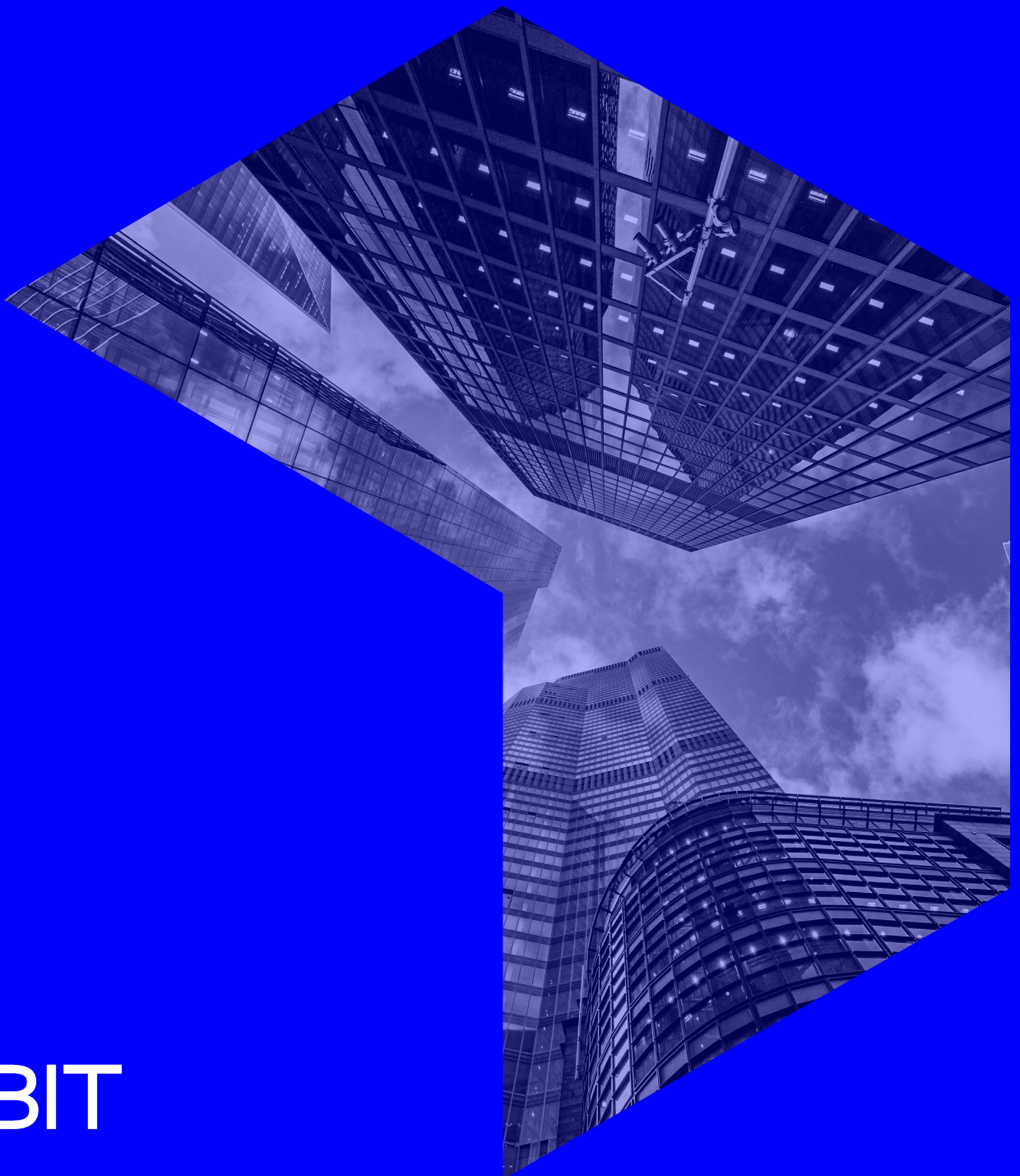



Behavioural Exchange for Financial Services Year 2





The Behavioural Exchange for Financial Services was a fantastic journey. Creating a forum to deep dive on the application of behavioural science in the financial services, learning from BIT and other colleagues facing the same challenges we do, in addition to many academics at the forefront of innovation was very value adding. Really enjoyed it.

Juan Guerra,
Group Head of Behavioural Science, Santander



Following a successful first year, we are delighted to be launching Year 2 of the Behavioural Exchange for Financial Services. We are inviting behavioural science teams and practitioners from around the world, as well as those who look at questions of human behaviour from a data science, design or compliance angle. The programme will provide you with inspiration, a global network and the tools to enable you to take your organisation's behavioural science capabilities to the next level.

Please contact behavioural.exchange.fs@bi.team to confirm your interest to join the programme or to set up a call to discuss.

The Programme

The highly interactive programme will provide the latest insights, catalyse shared ideas, share exemplary implementation, connect those dealing with similar challenges via global networking hubs and ultimately drive further positive behaviour change across the industry.

Overview

- 01** **Two-day launch event - London and virtual, 9 - 10 April 2025:** Two days packed with interactive presentations and workshops. You will hear from academic and industry guest speakers about the latest research and practical examples of how behavioural science is being used around the world. Workshops will give you an opportunity to discuss and problem solve challenges, using approaches such as red teaming and strategies to overcome groupthink. There will be ample time to meet with and learn from other behavioural and data science experts working in financial services around the world.
- 02** **Three virtual seminars:** Shorter seminars that will run throughout the year and allow you to dive deeper into topics of interest, learning from both BIT experts and exclusively selected guest speakers.
- 03** **Bi-monthly research digests:** BIT's take on the latest research and central questions for financial services, such as: What does the literature say about how to help people avoid problem debt? What do we know about how people interact with AI-driven technology? What can behavioural science tell us about promoting financial integrity of institutions?
- 04** **Networking:** Virtual and in-person opportunities (coordinated regionally) throughout the year to connect with other participants, ask questions, share insights, and problem-solve together. If desired, we will help you find other participants that work on similar topics for 1:1 exchanges.



- 05** **Complimentary:** Exclusive invitation to BX 2025: Ticket for one person to a invite-only, two-day event (30 April - 1 May 2025, in Abu Dhabi) focusing on the intersection of behavioural science and public policy – the only event to do so on a global scale. You can find out more [here](#).
- 06** **Optional (not included in subscription):** 1:1 dedicated support at discounted rates from BIT's leadership team throughout the year on behavioural or data science initiatives. Support may include ideation, review/ quality assurance, presentations to generate buy-in and sponsorship within your organisation, coaching wider teams or working through implementation challenges. We will work with you to understand your requirements and recommend the most appropriate team member to support your goals. Please let us know if you would like to learn more.

Your Investment

The annual subscription is £10,000 for in-person participation at the two-day kick-off and networking events; £8,000 for virtual-only participation.

This covers access to all events and the bi-monthly digests for up to five core members from your organisation. Core members may come from your own team or other teams across your organisation. In addition, we offer the opportunity to add additional participants from your organisation for £200 per person.

A note from Lis Costa

The financial services sector has been a leader in applying behavioural science to create value and better outcomes for customers and drive commercial success. The sector has also pioneered the integration of behavioural science with complementary fields, such as data science, user experience (UX) design, and now generative AI.

Today, behavioural science teams in banks, pension funds, insurance companies, and investment firms worldwide are focusing on everything from customer behaviour to HR strategies and compliance. Yet there are more opportunities for collaboration and shared learning to drive the sector forward.

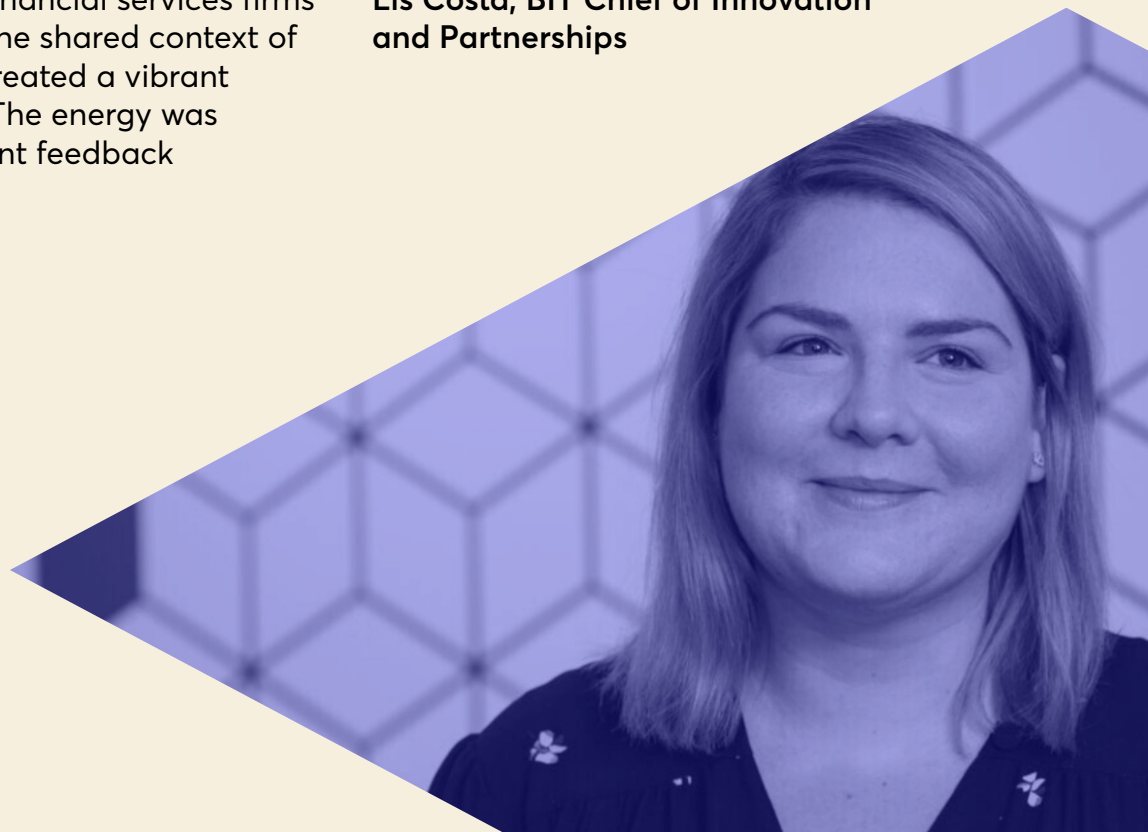
That's why we launched the Behavioural Exchange for Financial Services in 2024 - a dedicated platform for behavioural science practitioners, data and design experts, and those eager to bring a human-centred approach to their organisations. By bringing together diverse backgrounds - 70+ participants from 10+ financial services firms in 8 countries - within the shared context of financial services, we created a vibrant learning environment. The energy was inspiring, and participant feedback underscored its value.

Our ambition with the Exchange is to foster this unique space to discuss the challenges and possibilities in applying insights from behavioural science specifically in the financial services sector: How can behavioural science help us integrate generative AI into product design in a responsible and effective way? How can we use the vast data held by financial services firms to understand customer behaviour and tailor our support? How can we make our organisations truly 'behaviourally informed'?

We're thrilled to bring the Behavioural Exchange back for a second year. You can expect expert talks, peer exchange, and rich networking opportunities. It's a chance to pause, reflect, and explore new research—and to discover how fresh insights into human behaviour can enhance both customer outcomes and organisational success.

We look forward to having you join us in 2025!

Lis Costa, BIT Chief of Innovation and Partnerships





Who is the programme for

We're delighted to welcome behavioural science practitioners and enthusiasts from across the financial services industry, from retail banks to insurance companies and pension funds. We have found that having a mix of established in-house teams and those who are in the process of institutionalising the use of behavioural science within their organisations creates rich and inspiring discussions.



The topics you'll explore with us

The specific topics and guest speakers will be confirmed over the coming months. To give you an idea of what to expect, last year we heard from, among others:

- Dr Michael Hallsworth (BIT's Chief Behavioural Scientist) on the Behavioural Manifesto and new opportunities for financial services firms;
- Mirea Raajmakers on learnings and reflections from building behavioural risk capabilities in the financial industry and the Dutch Central Bank;
- Dr Naomi Muggleton (Warwick University) on measuring consumer well-being from banking data;
- Professor John Gathergood (Nottingham University) on recent research looking at downstream effects of nudges and attention utility;
- Professor Oliver Hauser on using behavioural science to build more effective workforces

If you have any topics you would like to learn more about, we would love to hear from you!





Our approach to creating a collaborative environment

We understand the intricacies of inter-organisational collaboration and will create a safe environment where you can freely exchange insights, all while maintaining the respect for commercial boundaries. There are a number of steps we will take to build a safe environment for teams from competing organisations to collaborate and share learnings and information safely, including:

- Design of overall programme and peer learning workshops: The programme will be carefully designed so as not to cross the boundaries of commercial sensitivity, nor raise any red flags regarding collusion.
- Norm setting at the kick-off event: We will dedicate time to establishing Chatham House rules and agree on an antitrust statement. We will respect cases where individual participants don't feel comfortable discussing a specific topic. We will explicitly specify what we will discuss in peer sharing sessions (e.g. how to get organisational buy-in for behavioural and data science) as well as what we won't discuss (e.g. pricing of new products).



Time commitment

Participation in events is expected to be around 3-4 days total, spread across the year. To help build a network we recommend the same people attend each event. However, we understand that life happens. Where one of your organisation's five core members has to drop out during the course of the programme, we are happy to welcome a new member to the programme.

We will provide a hybrid option for all events and record key talks and seminars. We will also be providing regional networking hubs via our international offices to coordinate a truly connected global experience.

About BIT

BIT is a global research and innovation consultancy that applies behavioural insights and evidence-based solutions to improve lives. We have deep expertise in the application of behavioural science to the issues facing financial services organisations, to bring about positive change for customers, employees and society. With offices in London, New York, Paris, Sydney, Singapore, Toronto and Mexico City, we have collaborated with over 50 leading financial services companies around the world in our 15 years of business.

