



JUNE 2019

Welcome from the Chair

WELCOME

from the Chair, Ben Williams



Welcome to our June newsletter and what a month it's been. We've launched the ABP Conference, The Big Nudge, which takes place 10-11 October at the Holiday Inn, London Regent's Park. The central London location should be a big draw for lots of you and we hope to see you all there.

We've also launched our brand-new website. If you've not yet had a look at it, [click here](#) to be taken straight there. We're really proud of the way it looks, and we believe it's easier to navigate and find your way around. The fresh new style also reflects the true aspirations of the ABP.

The Big Nudge is going to be a really positive, stimulating conference, examining the connections between Behavioural Economics and Business Psychology. With its own dedicated website, you can find out all you need to know, and we've also given you the key things we want you to know, in this e-shot.

We've also got a new Secretary team running the administrative side of the association. Sandra Foster and Jade Valentine are our team at CJAM, and you will be hearing from them both in your day to day dealings with the association and meeting them at our conference.

Have a great month.



Early Bird tickets

Open until 31 August

The Early Bird ticket prices are now on sale and will be available until 31 August.

You can find all the prices and details [here](#). To obtain your member's discount, you do need to login [here](#).

If you've not yet logged in, please [email the secretary team](#) who will be able to help you.

[BOOK HERE](#)

2019 Conference News

Outstanding speakers



The ABP Conference 10-11 October has an outstanding array of speakers, including Bruce Daisley, European Vice President, Twitter; Claudia Hammond, BBC Radio 4 presenter; Eric Singler, Head BVA Europe and Rory Sutherland, Vice Chairman of Ogilvy.

Claudia Hammond is the award-winning broadcaster and lecturer, who presents BBC Radio 4's All in the Mind and is on the faculty of Boston University's London base where she lectures in health

and social psychology.

Eric Singler is the Managing Director of the BVA group. He is also the Founder and CEO of BVA Nudge Unit. He has become a pioneer in applying behavioral economics learnings and Nudges to win at behavioral change with public policies, Fortune 500 companies, NGO and international organizations.

Bruce Daisley is the EMEA Vice President of Twitter and best-selling author of *The Joy of Work*, running the Apple #1 Business Chart topping podcast *Eat Sleep Work Repeat* on work culture. He will be asking whether psychology and behavioural science help us fix the burnout epidemic at work and take us through the latest action that firms are taking.

Rory Sutherland is Vice Chairman at Ogilvy UK, a TED Global speaker and author of *Alchemy: The Surprising Power of Ideas that Don't Make Sense*. His role at Ogilvy has allowed him to co-found a behavioural science practice within the agency, working with a consulting practice of psychology graduates who look for 'unseen opportunities' in consumer behaviour.

The annual [Association of Business Psychologists Conference and Awards](#) takes place at the Holiday Inn, Regent's Park, London on Thursday 10 and Friday 11 October.

The Big Nudge

Central London Location

This year's theme, *The Big Nudge: Behavioural Economics meets Business Psychology*, brings together a decade of behavioural economics philosophy across all facets of society and considers how we can translate these insights into business and other organisations and Business Psychology.

With a central London location, based at the Holiday Inn, London Regent's Park, the venue is first class and easy to access from all over the UK.



Other News

Gamification and the growing use of game-based assessments



Last month, on 15th May, the ABP held an event in Manchester around gamification and the growing use of gamed based assessments in business.

Dr. Kiki Leutner, a Teaching Fellow in Psychology, UCL and Consultant at HireVue discussed how gaming is proving to be an effective means of choosing between applicants as part of an application process.

Ben Williams, Chair at the ABP and Managing Director of consultancy firm Sten10, talked about the benefits, progress and challenges of gamification.

To find out more, the slides from both Kiki's and Ben's presentations and their accompanying notes are available on our website:

[Gamification - Manchester 15th May 2019 Event Report](#)

[Gamification - Benefits, Progress and Challenges Event Report](#)

For any more information please email [the secretary team](#).

POW Podcast
Wellbeing in the Workplace



This month's podcast looks at wellbeing in the workplace. It gives us an insight into what this means and how businesses can try to create 'good days at work for everyone, everywhere'. Our podcast features an interview with Professor Ivan Robertson, author of over 40 books and 200 scholarly articles/conference papers on wellbeing and work psychology. Ivan is also an Emeritus Professor of Work and Organisational Psychology at The University of Manchester and he is a founding director of Robertson Cooper Ltd. Listen to the podcast and read our feature article on wellbeing at work [here](#).

Coming up in July 2019

COMING UP IN JULY



SOSIE Personality Assessment Training 5 July

There are a few places available for our members who want to get accredited in SOSIE personality assessment. The training will take place on 5th July 2019 at the Linnean Society. You will need to have TUO-A and TUO-P completed by the time the training commences (former BPS level A and B). You will work alongside one of best experts in the field and add an extremely useful tool in your portfolio.

Please [register here](#) if you are interested in attending.

Volunteering opportunities

For the latest volunteering opportunities, please see the link via our jobs board. This month the ABP is calling for student

members to consider becoming ambassadors for the ABP and we are looking for members of our Student Blogging team. [Find out more here.](#)

Jobs board

The ABP website carries the latest in Business Psychology vacancies, you can view them by [clicking here](#). Please contact us if you wish to advertise a job.

Join the B&F Summer School!

SPONSORED CONTENT



We have some very exciting news that we wanted to share... as of this year Bailey & French are launching the *Positive Psychology Summer School*.

The B&F Summer School will kick off on 15th July for 6 weeks

The Summer School is for people who recognise the importance of positive psychology and who want to learn more about how best to apply it. It's an opportunity to hear first-hand from industry specialists around the application of theory into real-life business scenarios, with access to exciting tools, products and resources.

The programme includes weekly online interactive webinars, Twitter hour book clubs, regular

micro-actions nudges, supported peer coaching and case stories on wellbeing, performance motivation and strengths-based leadership.

For those of you who don't know us well, B&F are the one of leading consultancies in the application of positive psychology. We have recently delivered wellbeing training to 74% of Senior Civil Servants across all Whitehall departments, which was the biggest application of Martin Seligman's PERMA model of wellbeing ever, here in the UK and globally. We also regularly lecture and speak at seminars in partnership with the likes of CIPD and Wellbeing@Work.

We'd love you to join us on 15th July with our kick off webinar! To sign up to the B&F Summer School and to receive your Summer School welcome pack, click below!

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The Association For Business Psychology

Peershaws, Berewyk Hall Court, White Colne, Colchester, CO6 2QB