



Three days
dedicated to
looking at the world
through the lens of
behavioural science,
data,
social psychology
and culture.

WHY NOW?

because

Now

is

when

we are.

Now! Fest is a celebration of ***Behavioural Science and the Art of Context*** with a special focus on the unique cultural and economic perspectives of emerging economies / non WEIRD nations of the world.

With this in mind, we've invited speakers from diverse fields like research, public policy, product design, data science, advertising, marketing, entrepreneurship and the creative industry to talk to the world about their approach.

Featuring the best minds from Latin America, North America, Middle East, Europe, Africa and Asia, we're looking forward to three days of enlightening conversation and discussions to open the community to a trove of knowledge and opportunity.



SPEAKERS



RORY SUTHERLAND

Vice Chairman Ogilvy
Bestselling Author - 'Alchemy'

The biggest evangelist of behavioural sciences in the world, Rory stands at the centre of an advertising revolution in brand identities, designing cutting-edge, interactive campaigns that blur the line between ad and entertainment.

An early fan of the Internet, he was among the first in the traditional ad world to see the potential in these relatively unknown technologies.

YU-KAI CHOU

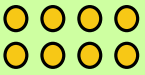
World's most prominent
Gamification Guru

Yu-Kai remembers being immersed in RPGs, staying up until 4am, and grinding his way to Lvl 60.

Perhaps the reason he emerged an author and international keynote speaker on Gamification and Behavioural Design.

Yu-Kai is the creator of the Octalysis Framework, and the author of Actionable Gamification: Beyond Points, Badges, and Leader boards.





SPEAKERS



SANTOSH DESAI

CEO, Futurebrands
India's best-known
Social Commentator &
Marketing Guru

Santosh Desai is a columnist and author of 'Mother Pious Lady: Making Sense of Everyday India'. He writes extensively on popular culture, consumer markets and everyday life. He was President of McCann-Erickson prior to launching Futurebrands and served on the board of ING Vysya Bank, ACK Media Limited, CFAR (Centre for Advocacy & Research) and on Councils of MICA, Ahmedabad, and Praxis Business School, Kolkata.

DILIP SOMAN

Globally acclaimed
Behavioural Science
Expert & Researcher



Author of the best selling book "The Last Mile", Professor Soman is one of topmost experts in behavioural science and its applications to consumer wellbeing, marketing and policy. Dilip Soman is a Canada Research Chair in Behavioural Science and Economics, and serves as a Director of the Behavioural Economics in Action Research Centre at Rotman.





SPEAKERS



KAI D. WRIGHT
Lecturer,
Columbia University
Forbes 30 under 30

Mr. Wright is a strategy advisor and founder of 'blacklist100' which highlights change-agents and thought-leaders in the Black community. Since 2012, Kai, a scholar and practitioner, has also been a global consulting partner at Ogilvy.

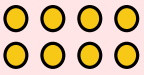
Named in the '30 Under 30' list for Forbes and Adweek, in addition to receiving the highest honors from the Advertising Research Foundation.

DR. SUDHIR KAKAR
Author of 26 books
Listed in
21 Important Thinkers
of the 21st century



A leading figure in cultural psychology and the psychology of religion, Dr. Kakar's person and work have been profiled in The New York Times, Le Monde, Frankfurter Allgemeine, Die Zeit and Le Nouvel Observateur, which listed him as one of the world's 25 major thinkers. He has been conferred the Order of Merit of the Federal Republic of Germany, the country's highest civilian order.





SPEAKERS



CHANING JANG

Director of Busara
Centre of Economics
and Planning

An ex-trader, teacher and social entrepreneur, Channing is the CSO of Busara, and has helped lead the organization since 2013. He is responsible for both internal and external strategy, and a portfolio of projects, primarily focused on research. Channing has completed a Postdoc at Princeton University in Psychology and Public Affairs, holds a PhD in Economics from the University of Hawaii.



PATRICK FAGAN

Chief Scientific Officer,
Capuchin
Author, "Hooked"

Patrick Fagan is an ex-Lead Psychologist at Cambridge Analytica and has worked as a behavioural scientist on political campaigns - from local to presidential - in Europe, Africa and North America. Patrick is a consumer psychologist who specialises in applying psychological sciences to business insight. Patrick contributes to the BBC, The Evening Standard, and The Critic.





SPEAKERS



Jez Groom
Founder and CEO,
Cowry Consulting
Author of Ripple

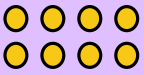
Jez has been practising behavioural science for over ten years and has been working with some of the biggest organisations around the world. He was a co-founder of Ogilvy Change and Engine Decisions. In 2016, he founded Cowry Consulting, the leading behavioural economics consultancy, and is currently a visiting fellow of Behavioural Science at City University business.

Biju Dominic
CEO,
Final Mile Consulting
Columnist



Biju is credited with bringing the behavioural science wave to India, with the country's first behavioural science consultancy, Final Mile. He has pioneered the development of Behaviour Architecture™ by combining learnings from Cognitive Neuroscience, Behavioural Economics and Design. He is a regular columnist in Times of India, Economic Times, Mint and Business Standard.





SPEAKERS



Raheel Waqar
Founder and CEO,
White Rice
Social Entrepreneur

Raheel is a pioneer of Behavioural Science in Pakistan and works with tackling challenging societal issues using human centred design and systems thinking. He is also a recipient of the Australian Business Leadership Excellence Award and was selected as Asia's top 100 entrepreneurs under the age of 30 by the Foundation for Youth Social Entrepreneurship.

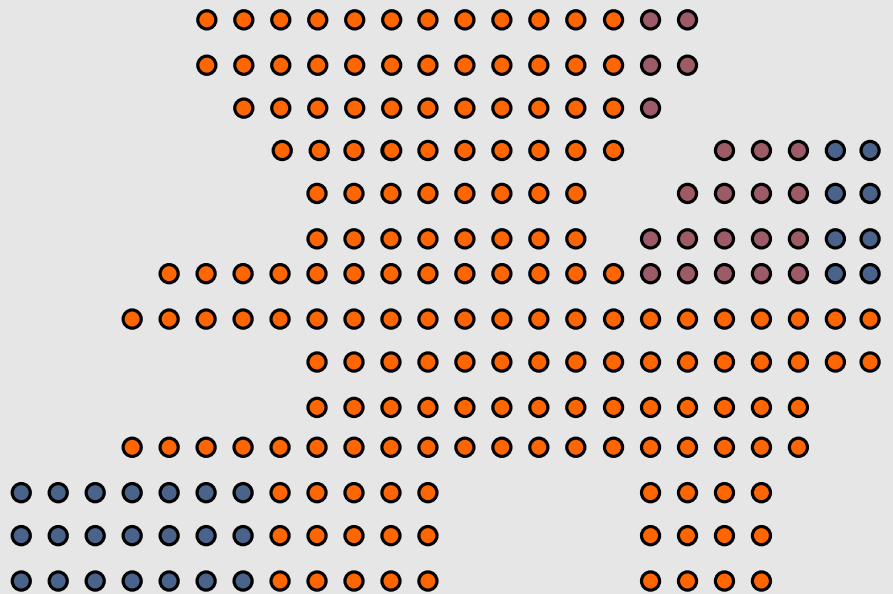
Rajesh Sahadevan
Founder and CEO,
Centre of Gravity
Consulting



Rajesh is a researcher, strategist and a keen observer of culture and human behaviour. With a uniquely empathetic lens on humans and the brands they love, Rajesh and his team have worked for the biggest organizations in India to create brands that are deeply human-centred, compassionate and sensitive, yet wildly successful at the same time.



AND MORE SPEAKERS
COMING SOON.



The first edition of the Global
Now! Fest starts **24th - 26th Sep**
2020.

With over 3000 registrations
within the first week, the event
promises to be a great gathering
of like-minded professionals,
enthusiasts and academicians.

Join us NOW!

www.thenowfest.com

