



Real-life  
consumer problem  
that needs your  
help solving



**Which?**  
Official partner  
of the event is  
the biggest  
consumer body  
in the UK



£500 Grand Prize  
and the possibility  
of your project  
being implemented  
by **Which?**



Hands-on  
nudging  
experience

WBS Behavioural Science Group invites you to

# NUDGEATHON

31<sup>st</sup> January & 1<sup>st</sup> February 2015



Talks about  
Nudge, Creativity  
and Design  
Thinking by the  
best in the field



Great  
networking  
opportunity and a  
chance to  
showcase your  
skills and  
talent



finalmile.

To apply, please register your interest at: [nudgeathon@wbs.ac.uk](mailto:nudgeathon@wbs.ac.uk)