

THE SCIENCE OF MAKING PEOPLE CARE

A public talk for social change makers
(students, faculty, community members, everyone!)

ANN CHRISTIANO

Director, Center for
Public Interest Communications
at University of Florida

The scientific evidence is piling up: people don't act on information, they act on what they care most about. Ann will discuss six core principles from behavioral, cognitive and social science that you can apply to help people care more about your work. In this lively and hands-on session, you will learn to apply these rules to your own work and leave with a science-based framework for approaching new communications challenges.

WEDNESDAY, OCTOBER 23

1:30PM, OLD MAIN CHAPEL

Conversation and reception to follow
This event is free and open to the public



Ann Christiano
twitter: @aechristiano

Event contact: cuengage@colorado.edu