

MBA Masterclass & Alumni Panel in TEL AVIV

Wednesday 20 December 2017 - from 6.30pm to 9.30pm

Event hosted by Institut Français D'Israël

Rothschild Blvd 7, Tel Aviv-Yafo

66881 Tel Aviv - Israel

[Maps](#)

PROGRAMME

6.30pm **Arrival and registration**

7.00pm **INSEAD Alumni Welcome**

7.10pm **Masterclass entitled: "Understand & Influence Customers"**

By Ziv Carmon, INSEAD's Dean of Research and the Alfred H. Heineken Chaired Professor of Marketing,

Through the lens of the powerful popular discipline named Behavioral Economics, we will explore key limitations that get in people's way when they try to make sound judgments and decisions. We will then discuss how understanding such human limitations can provide practical insights that enable firms to shape their customers' preferences and to color their perceptions. Building on practical examples, we will see how such actions can, in turn, help increase sales, as well as customer satisfaction and profitability.

8.10pm **Alumni Panel & Q/A session**

8.40pm **Networking reception**

9.30pm **Closing**

[**Register Here**](#)