

# Economics in ACTION

NOV  
26  
2024

## Economics in Action

Welcome to our Economics in Action day!

Get ready for an electrifying day of economic exploration with some of the brightest minds in the industry! This action-packed program is specifically designed for A-level and IB students who are passionate about economics and eager to expand their knowledge. Throughout the day, you'll have the opportunity to hear from industry leaders, academics, and public servants in five captivating and highly educational sessions. With their expert insights and real-world experience, you'll gain valuable knowledge and a deeper understanding of a wide range of KS5 topics. Plus, in a special session on examination success, you'll learn the insider tips and tricks to ace your exams and take home a handy revision guide to help you study. Don't miss out on this incredible opportunity to learn from the best and take your economic knowledge to the next level!

- Are We Really Growing?
- International comparisons of productivity and why they matter
- The Undercover Economist
- The economics of global catastrophic risks



Emmanuel Centre, London,  
London,  
SW1P 3DW



**Venue: £25.50 +VAT \***

Plus one COMPLIMENTARY staff ticket per 10 students.

\*VAT may be reclaimable. Please check with your finance department

Education in Action is the leading provider of inspirational, informative, Education in Action study days for A-level, IB, BTEC and GCSE students.

Award-winning, world-class speakers

Cutting-edge content

Thought-provoking demos and presentations

Examination hints, tips and guidance

Modestly priced to offer access to all

Complimentary staff ticket for every 10 students booked

**Bookings can be amended up to 28 days before the event day**

NOV  
26  
2024

# Economics in ACTION

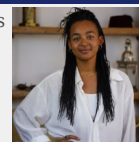
## Are We Really Growing? /

Ayeisha Thomas-Smith - Broadcaster



What are the origins of GDP as a means of measuring economic growth? How do the economic indicators we choose shape the way we think about the world? And in a rapidly changing economy, is GDP the right goal to guide policy making in the 21st century, and if not, what other objectives might replace it?

Ayeisha is a presenter on BBC Radio 4's Economics with Subtitles and she hosts weekly podcasts for The New Economics Foundation.



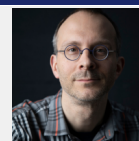
## The Undercover Economist /

Tim Harford OBE - Economist, journalist and author



Tim Harford talks about the most interesting ideas in economics and statistics - and how they illuminate the world around us.

Tim Harford is the author of "The Undercover Economist" and "How To Make The World Add Up", a senior columnist at the FT, and presents Radio 4's "More or Less".



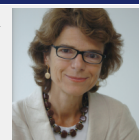
## International comparisons of productivity and why they matter /

Vicky Pryce - Chief Economic Adviser at the Centre for Economics and Business Research (CEBR)



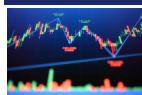
In this talk, Vicky Pryce will discuss international comparisons of productivity, why they matter, where the UK is lagging behind and where it excels. She will also examine the role of business, regulators and the public sector in improving performance.

Vicky Pryce is Chief Economic Adviser and a board member at the Centre for Economics and Business Research (CEBR) and a Visiting Professor at BCU and King's College, London. She was previously Joint Head of the UK Government Economic Service. Her recent books include "It's the Economy, Stupid- Economics for Voters", "Redesigning Manufacturing", and "How to be a Successful Economist".



## The economics of global catastrophic risks /

Stephen Davies - Institute of Economics Affairs



Global catastrophic risks may seem a strange topic for economists to think about. In fact, the increasing numbers and probabilities of GCRs plus the mathematics of them mean economists have to consider them alongside more familiar and non-catastrophic ones. Moreover, economic thinking is essential if we are to think clearly about them and the choices we have to make. This will require a shift in the focus of much economics and, in particular, a turn away from a manic focus on the immediate here and now.

Dr Steve Davies is the Head of Education at the IEA. Previously he was program officer at the Institute for Humane Studies (IHS) at George Mason University in Virginia.



## Education in Action

Gilmoora House | 57-61 Mortimer Street | London W1W 8HS  
020 3008 6441 | [office@educationinaction.org.uk](mailto:office@educationinaction.org.uk)  
[www.educationinaction.org.uk](http://www.educationinaction.org.uk)