

# Psychology in ACTION

NOV  
22  
2022

## Psychology in Action

For A level and IB students

Psychology in Action is a wide-ranging programme examining the theories and applications of psychology in the modern world! Five incredibly engaging sessions will help students realise their potential and discover the impact they can have on the world. Psychology in Action is a wide-ranging programme examining the theories and applications of psychology in the modern world! Join renowned speakers from academia and industry for an unmissable day, chaired by science comedian Steve Cross and complemented by a special session on examination success delivered by Kelly Bristow.

“Every speaker was very enthusiastic, highly knowledgeable and really got our students interested!”

- Dance and the brain
- Applied Behavioural Science
- Preparing athletes for the Games
- Music, Identity and Relationships
- The Psychology of Conspiracy Theories



Emmanuel Centre, London,  
London,  
SW1P 3DW  
or online



**Online: £10+VAT \***  
**Venue: £22 +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**

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## Dance and the brain /

Peter Lovatt - Director of Dance Psychology at Movement in Practice



What's the link between dancing and the brain? How does dancing change the way we think and solve problems? Why is the way we move linked to our hormonal and genetic make up? This is the science of dance.

Peter is a former professional dancer who spent over 25 years working in universities as an academic psychologist interested in the effect that dancing and moving has on people.



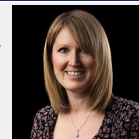
## Music, Identity and Relationships /

Catherine Loveday - Professor of Neuropsychology, University of Westminster



In this talk, Catherine will explain why music is such a powerful cue for our personal memories, and will then discuss how this can play an important role in supporting our sense of identity and attachment to others.

Catherine Loveday is a Professor of Neuropsychology at the University of Westminster. Her research focusses on how memories are formed, accessed and lost. She is author of "The Secret World of the Brain" and appears regularly on Radio 4's All In The Mind.



## Applied Behavioural Science /

Patrick Fagan - Behavioural scientist



How do brands and politicians 'nudge' us into doing what they want? This talk will explain what behavioural science and "nudging" are, and how they're used in marketing and political campaigns. It will also go into detail on personalised persuasion - that is, how your data is used to read your mind and then change it.

Patrick has over twelve years' experience helping brands and political campaigns. He is the author of Hooked: Why cute sells, and other marketing magic we just can't resist. He was formerly the lead psychologist at Cambridge Analytica and now runs a number of behavioural/data analytics firms.



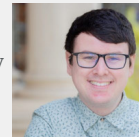
## The Psychology of Conspiracy Theories /

Daniel Jolley - University of Nottingham



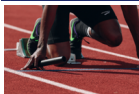
Did you know that COVID-19 was manufactured by the Chinese to wage war on the USA, or that climate change is all just a hoax so scientists can make money? In this interactive session, we will shine a light on why people find conspiracy theories so appealing and debunk some of the misconceptions (e.g., are all conspiracy believers paranoid?). We will also think about how the consequences of conspiracy beliefs may impact both you and me.

Dr Daniel Jolley is a social psychologist. His research explores the psychology of conspiracy theories and why millions of people find conspiracy theories so appealing. He is also keen to explore the social consequences of believing in conspiracy theories and develop tools to address their negative impact.



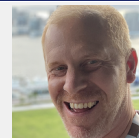
## Preparing athletes for the Games /

Jonathan Smith - Performance Psychologist



Explore how psychology is being used to enable Paralympic GB athletes and staff to thrive at the Games. We will understand how the mind works and how this knowledge is practically applied in the build up and post the Games.

Jonathan is interested in how to use psychological principles to help people promote growth, wellbeing and performance. He has applied this knowledge working within professional sport, business, and in educational settings.



## Education in Action

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