

## Why We Need Storytelling and Behavioral Economics In- And Out of- a Pandemic

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### Abstract

**The pandemic has demonstrated the need for effective communications to encourage behaviour change. Different government have taken different approaches to communicating the need to (for example) engage in hand washing, social distancing and mask-wearing. But too often medical and scientific communication is conducted in an arid, clinical and technical manner, relying solely on facts: what is called in Behavioural Economics a “System 2” orientation.**

**Instead, we need to address the unconscious, emotional and social factors that are the key to behaviour change (aka System 1) and storytelling is a universal, way of addressing System 1.**

**Tas’s talk will combine theory, principles and practices from 3 domains: Behavioural Economics, storytelling and insight and promises- as stories should -to be both informative and entertaining.**

**He will talk about:**

- **Why we are living in a. DRIP world (Data Rich Insight Poor)**
- **Why “massaging beats messaging”**
- **How to get through “attention spam” (sic)**
- **Why we don’t think the way we think we think**

### Biography:-

Tas is a trainer, author, speaker, brand/comms strategist and lecturer.

He is a Course Director for the Chartered Institute of Marketing, the Market Research Society, the Institute of Internal Communication and the Civil Service College, and principal advisor for CIO Connect in Hong Kong.

He is also a long-term Ad Agency planner and still freelances with several agencies and clients, for example currently helping the Royal Albert Hall tell their story ahead of their 150th anniversary in 2021.

Besides this, he is an Associate Lecturer at Bucks New University and Nottingham Trent Universities and a Principal Advisor for CIO Connect in Hong Kong, the premier advisory service dedicated to CIOs and other tech leaders in HK.

He is a global speaker and regularly contributes on marketing and communications subjects to the James Max show on UK’s TalkRADIO.

Specialist topics include storytelling, behavioural economics and insightment, and as a lapsed Classicisthe also indulges in etymology and Homer (not the yellow one).

He is the author of the award-winning books The Storytelling Book, [which has sold over 30,000 copies globally] The Inspiratorium and in 2020, “InCitations”.

Tas can be found loitering at @taswellhill and <https://www.linkedin.com/in/tastasgal/>