

How to Increase the Effectiveness of Financial Education: Lessons from Economics and Psychology

Rockefeller Center (1930 Room), Dartmouth College, Hanover, NH

October 16 - 17, 2005

ORGANIZER: Annamaria Lusardi (Dartmouth College and NBER)
[Saving and the Effectiveness of Financial Education](#)

PROGRAM

October 16, 2005

6:30 PM Reception and Dinner (Alden Inn, Lyme)
Jeanne Hogarth (Federal Reserve Board)

October 17, 2005

8:00 - 8:30 AM Coffee and Pastries

8:30 - 9:00 AM Opening Remarks

Andrew Samwick (Dartmouth College)

George Daly (Georgetown Business School)

9:00 - 10:00 AM

Punam Keller **Converting the Unconverted**
(Tuck School of Business)

Elke Weber **Psychological Impediments to Retirement Planning**
(Columbia University, Graduate School of Business and Dept. of Psychology)

10:00 - 10:15 AM Discussion and Applications

Nava Ashraf (Harvard Business School)

Julie Agnew (College of William and Mary, School of Business)

Jonathan Zinman (Dartmouth College)

Moderator:
Annamaria Lusardi (Dartmouth College)

10:15 - 10:30 AM

Coffee Break

10:30 - 11:20 AM

Olivia Mitchell

Do people know basic Economics?

(University of Philadelphia, Wharton School)

Lew Mandell

Do people know enough Economics to stay out of troubles?

(SUNY-Buffalo, School of Management)

Moderator:

John Gannon

(NASD)

11:20 - 11:45 PM

Regulatory Challenges in Financial Education

Howell Jackson

(Harvard Law School)

11:45 - 1:00 PM

Lunch break

Luncheon speakers: Book Authors

Zvi Bodie

(Boston University, School of Management)

Prof. Bodie will discuss his experience in writing "Worry Free Investing: A Safe Approach to Achieving Your Lifetime Financial Goals."

Michael Pompian

(Wealth Management Advisor)

Mr Pompian is writing a book that identifies and explains behavioral biases that plague individual investors. He will review some of these biases.

Moderator:

Olivia Mitchell

(University of Pennsylvania, Wharton School)

1:00 - 2:20 PM

Financial Education and Planning

Robert Clark

(North Carolina State University, School of Management)

Craig Copeland

(Employee Benefit Research Institute)

Saving and Investment Decisions

Arie Kapteyn

(Labor and Population Program & Roybal Center for Financial Decision Making, RAND)

Sarah Holden and
Jack VanDerhei

(Investment Company Institute) / (Temple University / EBRI)

2:20 - 3:00 PM

Roundtable discussion

Sunil Bhatia
Jon Dauphine
Steve Utkus
David Wray

(LTSave, Inc)
(AARP)
(Vanguard)
(Profit Sharing/401(k)s Council of America)

Moderator:
Jonathan Skinner

(Dartmouth College)

3:00 PM

Tea/Coffee Reception