



Premiere Screening

Thursday, October 23, 2014

Classical economics assumes we're all rational consumers making logical choices based on the best financial information. But behavioral economics adds psychology and an understanding of human nature to the mix, recognizing us as emotional—and at times irrational—human beings.

Thinking Money: The Psychology Behind Our Best and Worst Financial Decisions is a new, hour-long documentary that reveals our natural behavioral biases—and provides innovative solutions to get us on the path to financial security.

Screening Agenda

3:30 – 3:40 pm Opening Remarks

3:40 – 4:35 pm Documentary Screening

4:35 – 5:00 pm Panel Discussion

Moderator John Greco, Rocket Media Group

Panel Professor Annamaria Lusardi, George Washington School of Business
Gerri Walsh, FINRA Investor Education Foundation
Steven J. Schupak, Maryland Public Television

5:00 – 6:00 pm Reception, Brady Art Gallery

Thinking Money is produced by Rocket Media Group, LLC in association with the FINRA Investor Education Foundation and Maryland Public Television. The program is distributed nationally by American Public Television (APT).

To learn more about the psychology of money management or to pre-order a DVD of the program (available in December), visit www.SaveAndInvest.org/ThinkingMoney today.

