

**Welcome to**

**W B  T**

**Warwick Behavioural Insights Team**

**We are an interdisciplinary student-  
run organisation for those with a  
passion for Behavioural Science**

# How do our teams work?



## NUDGE UNIT

- **In Nudge, we are looking for students interested in Behavioural Science research. You will be creating interventions in teams of 4 - 5**
- **What does Nudge involve?**
  - **Term 1: Crafting intervention ideas with your team**
  - **Term 2: Creating your pitch to present to staff**
  - **Presenting your intervention at the end of the term**

### LEADERSHIP

- **2x co-heads of the Nudge unit**
  - **Oversee groups and help with interventions**

### TEAM MEMBERS

- **Team members of Nudge teams**
  - **Research**
  - **and create interventions**

# How do our teams work?



## OUTREACH UNIT

- In Outreach, we are looking for students to manage WBIT's social media strategy, and handle our campus & corporate events
- Main responsibilities:
  - Facilitating WBIT events
  - Organising collabs with other universities
  - Reaching out to corporate contacts
  - Managing WBIT's social media brand

### LEADERSHIP

- 2x co-heads
- 1x Social Media Manager

### TEAM MEMBERS

- 2x Event coordinators
- Graphic designers

# Highlights from the 23/24 academic year



- Hosted the annual London BeSci Careers Fair in collaboration with UCL, LSE, and Cambridge University
- Enhanced our LinkedIn engagement by sharing 56 posts including WBIT events, academic papers, BeSci applications in consultancies, PhD opportunities, and job openings
- Grew our social media reach in eight months: LinkedIn increased by **1067 followers** and our Instagram following tripled - from **60 to 204**

Your paragraph text



- formed the EPPSoc partnership, hosting WBIT's first Nudgeathon
- The 3 day event included a Nudge masterclass led by a Professor of BeSci, collaborating with Coventry City Council to plan a relevant challenge brief, organising a networking dinner and final presentations with the announcement of the winner
- Hosted the four part WBIT Speaker Series with speakers from the London BIT, India Behavioural Economics Network and BeSci.io

**Applications will  
open on**

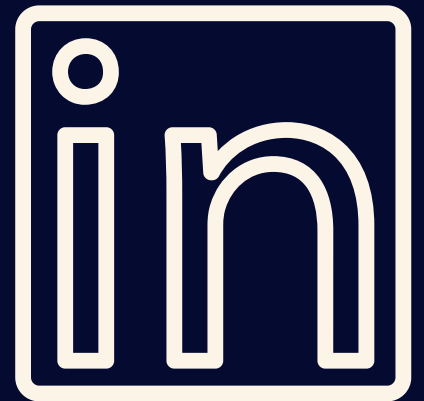
**27<sup>TH</sup>**

**SEPTEMBER**

# How do I get involved?



**@bitwarwick**



**Warwick Behavioural Insights Team**



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