

MSCOM EXCELLENCE IN-  
COMMUNICATIONS LECTURE

«The Psychology of Risk Perception»

**Jennifer S. Lerner,**  
Professor of Public Policy  
and Management,  
John F. Kennedy  
School of Government,  
Harvard University

**March 15, 2012 as of 18:00**

Swiss Re  
Centre for Global Dialogue  
Gheistrasse 37  
CH- 8803 Rüschlikon

INVITATION



**Jennifer S. Lerner**  
Professor of Public  
Policy and  
Management, John F.  
Kennedy School  
of Government,  
Harvard University

Photos: Michael Wissing,  
Swiss Re Centre for Global Dialogue

AGENDA

- 17:30 hrs Doors open
- 18:00 – 18:15 hrs Welcome by USI Università della Svizzera italiana and Corina Atzli, President, .HarbourClub.
- 18:15 – 19:30 hrs **“The Psychology of Risk Perception”**  
Professor Jennifer S. Lerner, John F. Kennedy School of Government, Harvard University
- Followed by Q&A
- 19:30 – 22:00 hrs Apéro riche



Photos: Michael Wissing,  
Swiss Re Centre for Global Dialogue

«THE PSYCHOLOGY OF RISK PERCEPTION»

Professor Lerner will present participants with the latest scientific insights on the psychology of risk perception. Drawing on the scientific insights, Professor Lerner will teach how to design optimal decision environments in your organization, how to communicate risk effectively, and how to avoid the emotional and cognitive pitfalls that can lead even the most experienced leaders to make mistakes. In sum, the talk will provide participants with essential tools for effective executive decision making and communication in a risky world.



Photos: Michael Wissing,  
Swiss Re Centre for Global Dialogue



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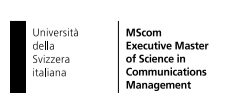
KEYNOTE SPEAKER

**Professor Jennifer S. Lerner**  
John F. Kennedy School of Government, Harvard University

Dr. Jennifer Lerner is Professor of Public Policy and Management at the Harvard Kennedy School of Government as well as Director of the Harvard Decision Science Laboratory. Among other teaching roles, she founded and directs Harvard's executive education program on Leadership Decision Making. Lerner pursues two primary research interests within the field of Decision Science: emotion and accountability. Her emotion research examines how human feelings influence outcomes involving risk perception, everyday economic transactions, and legal judgments. Her research on accountability examines how authority relationships shape judgment and choice outcomes. Professor Lerner publishes her research widely in scientific journals – summaries of which appear in popular print (e.g., The New York Times) and broadcast media (e.g., Good Morning America). She also serves on the editorial boards for the Journal of Personality and Social Psychology, Organizational Behavior and Human Decision Processes, and the Journal of Behavioral Decision Research. She has received several awards for her research, including the Presidential Early Career Award for Scientists and Engineers (PECASE) – the highest prize for early-career scientists and engineers in the United States.



Co-organizers



**.HARBOURCLUB.**

Location partner



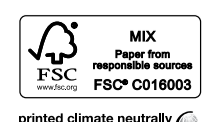
Event partners



Media partners



Publishing partner



## ORGANIZATIONAL DETAILS

**Date**  
Thursday, March 15, 2012, doors opening as of 17:30 hrs. The lecture will be followed by an apéro riche.

**Location**  
Swiss Re Centre for Global Dialogue  
Gheistrasse 37  
CH- 8803 Rüschlikon  
www.swissre.com/cgd

**Costs**  
CHF 100 incl. documentation and standing apéro riche

**Registration**  
The registration deadline is March 2, 2012. The number of participants is strictly limited to 100 persons. Registrations are processed in order of receipt. To register, please go to [www.mscom.usi.ch](http://www.mscom.usi.ch).

**Cancellation policy**  
A 50 percent refund of your paid registration will be granted for cancellations received on or before March 2, 2012. No refunds will be granted for cancellations as of that date or no-shows.

**Inquiries**  
Executive MScom Program  
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Via Giuseppe Buffi 13  
CH-6900 Lugano  
Phone +41 (0)58 666 46 05  
Email [mscom@usi.ch](mailto:mscom@usi.ch)

## HOW TO FIND THE EVENT LOCATION

**Address**  
Swiss Re Centre for Global Dialogue  
Gheistrasse 37  
CH- 8803 Rüschlikon  
www.swissre.com/cgd

Thursday, March 15,  
door opening as of 17:30 hrs.

**By car from Zurich**  
Take the A3 motorway, in direction Chur. Take the Thalwil exit and follow the signpost for Swiss Re Rüschlikon. Please consult the map overleaf for the route to the Centre. Please note that there are limited underground parking spaces that have direct access to the front desk of the main building.

**By train**  
There are regular trains to Thalwil, the neighbouring town to Rüschlikon. You can take a taxi from the station (ten minutes drive). The timetable can be found at [www.sbb.ch](http://www.sbb.ch).



## MSCOM EXCELLENCE-IN-COMMUNICATIONS LECTURE SERIES

The MScom lecture series brings international experts to Switzerland to speak on communication topics linked to best-in-class management practices. In addition to raising awareness of communications as a core competency in today's business environment, the presentations and discussions are designed to forge closer links between academic research and corporate practice. The lecture series, which takes place twice per year and is hosted by major multinational companies in Switzerland, also offers a valuable networking opportunity for professionals.

**The Executive Master of Science in Communications Management (MScom)** is a part-time, postgraduate program specifically designed for experienced corporate communication professionals. It links the latest academic research with best practices from the world of business. The program's seven-day sessions take place every other month. This compact format can be easily combined with the demands of a career. MScom's professors are recognized experts in the fields of communication and management at leading universities around the world. The international orientation of the program is further enhanced by a 12-day session at the UCLA Anderson School of Management in Los Angeles as well as the multi-national background of participants.

**The .HarbourClub.** is a Swiss association of Chief Communications Officers. Its mission is to foster the professionalization of Corporate Communications through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.



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