

Working group member: Behavioural Finance

No of new member volunteers	2
Timeframe	Membership year 2018/19
Commitment	20 hours
Reports to:	Content and networks steering committee

Behavioural finance is a relatively new field that seeks to combine behavioural and cognitive psychological theory with conventional economics and finance to provide explanations for why people make irrational financial decisions and is a topic of great interest to our membership. As well as delivering a conference this year, CFA UK would like this working group to bring greater understanding of this subject through a variety of webinars and content sharing to our membership.

The group should aim to deliver a programme across the 2018-2019 membership year that engages with as much of CFA UK's membership as possible.

Purpose and activities:

- Assess the behavioural finance topics that would be of most interest to the membership
- Bring forward fresh ideas to tackle those topics, identify the most appropriate speakers and engage with them
- Plan and deliver the Behavioural Finance Conference taking place in early November 2018
- 5-6 webinars across the membership year
- Contribute ideas for the behavioural finance stream at CFA Institute's Annual Conference in London in May
- Create and curate additional content across arrange of platforms. Options include writing blogs, sharing articles, speaker interviews and podcasts
- Develop an executable plan to ensure all deliverables are achieved

Who are we looking for?

- Volunteers who understand behavioural finance through real life application of the theories in their work
- Volunteers who hold a formal qualification in behavioural finance
- Availability for around six meetings throughout the membership year plus conference calls and work to move ideas forward between meetings
- Ability to work with a group to shape ideas.
- Understanding of what would interest the membership around this topic area

How CFA UK will help:

CFA UK will work out all logistics for the events (booking venues, working with suppliers etc.), all marketing to the membership via the events listing and emails, the technical operations for the webinars and posting the content online. We can contact speakers where they are not known to the working group.

What you will gain:

- Build your profile within the CFA UK network of volunteers, the wider membership and the industry
- Develop leadership, communication and team work skills
- Recognition for your contribution in shaping and delivering services to the membership
- Opportunity to meet and network with other like-minded investment professionals
- Volunteering brings a "shared experience" amongst peers that has long lasting benefits for your career

If you are interested in applying for this opportunity, please download the Volunteer Application form and return it along with a copy of your CV to volunteer@cfauk.org

Deadline for applications: 30 July 2018