

**CFA Institute and UVA Darden School of Business Present
Behavioral Finance: From Theory to Practice**

7–10 April 2013

Charlottesville, Virginia

A special collaboration between the Darden School of Business and CFA Institute, *Behavioral Finance: From Theory to Practice* is an intensive two-and-a-half-day seminar held in Charlottesville, Virginia. With approximately 30 other investment professionals, you will participate in live, interactive market simulations and receive valuable feedback on how individual and group behaviors affect market outcomes. This real-world, practical setting will provide you with tools to improve portfolio and risk management processes and better serve clients.

The seminar will focus on bridging the gap between behavioral finance theory and investment management practice, teaching participants skills to bring back and employ at their practices. Instructors will combine lectures on the different theories of behavioral finance with live trading simulations that demonstrate through experience how these theories can affect decision making and the behavior of markets. You will learn about the human behavioral biases that often lead to mistakes in judgment and how such mistakes affect market efficiency, pricing anomalies, and other market dynamics and investment outcomes. The seminar will conclude with discussions on dynamic market risk and financial market bubbles.

Presented in a highly accessible manner by a series of instructors who combine academic expertise and industry experience, this seminar will strike a balance between the exploration of emerging ideas and the study of practical applications.

April 7-10, 2013, University of Virginia, Charlottesville, VA

Register today! cfa.is/13E28hQ