

Thompson Center event with Howard Kunreuther, author of 'The Ostrich Paradox: Why We Underprepare for Disasters'

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The Tommy G. Thompson Center is pleased to welcome Dr. Howard Kunreuther for a virtual webinar on emergency preparedness. [Dr. Kunreuther](#) is the James G. Dinan Professor Emeritus, Operations, Information and Decisions (OID) Department at the Wharton School, and co-director of the Wharton Risk Management and Decision Processes Center. He has a long-standing interest in ways that society can better manage low-probability, high-consequence events related to technological and natural hazards. He co-authored *The Ostrich Paradox: Why We Underprepare for Disasters*, which discusses six common decision-making biases in cognitive psychology and behavioral economics in relation to preparing for disasters: myopia, amnesia, optimism, inertia, simplification, and herding.

Cosponsors of this webinar are the Austin E. Cofrin School of Business at UW-Green Bay, Lubar School of Business at UW-Milwaukee, and the Wisconsin School of Business Department of Risk & Insurance at UW-Madison.

This virtual event is free and open to the public. Attendees will have the opportunity to submit questions through the Zoom platform. To register in advance, visit this [Zoom link](#).