



# KEYNOTE ADDRESS: Why We Sometimes Make Poor Decisions—and What We Can Do About It

 Thursday, June 11, 2026  8:00 AM - 9:15 AM PT  Pending CE: 1.0 Nonmedical Hours

Sponsored by



Keynote Speaker(s)



**Itiel Dror, PhD**

Principal Consultant and Researcher  
Cognitive Consultants International (CCI-HQ)  
London, England, United Kingdom