

TUES 2 JULY	MC DAY 1	JULIAN HODGE LECTURE THEATRE	PARALLEL 1 PTC 0.16	PARALLEL 2 PTC 1.19	PARALLEL 3 PTC 2.01	PARALLEL 4 PTC 2.02	PARALLEL 5 PTC 0.22	PARALLEL 6 PTC 0.23	PARALLEL 7 PTC 0.24	PARALLEL 8 PTC 0.25	PARALLEL 9 PTC 1.26	PARALLEL 10 PTC 1.27	PARALLEL 11 PTC 1.29	PARALLEL 12 PTC 1.30
0830-0930	REGISTRATION & COFFEE													
0930-1130	SESSION 1		TRACK - Powerful consumer behaviour 38, 220, 168, 155, 243	WORKSHOP 6. Disruptions and Consumer Resilience 64, 91, 93, 114, 172, 180, 218, 405	WORKSHOP 3. Beyond a game 89, 134, 377, 377	WORKSHOP 11. How Can we Unlock the Communication Gap in Sustainability? 90, 97, 166, 190, 234	TRACK - Powerful consumer behaviour 76, 162, 163, 328, 194	TRACK - AI Marketing 147, 179, 254, 277, 292, 56	TRACK - Social media and social influencers 7, 256, 29, 299, 336, 14	TRACK - The power of sustainability 73, 235, 265, 319	TRACK - The social spirit of marketing 2, 92, 165, 253, 330, 343	TRACK - Igniting marketing education 326, 407, 363, 48	TRACK - Resilient food and drink marketing 37, 308, 382, 152	SPECIAL SESSION ECR Networking
1130-1200	COFFEE													
1200-1245	WELCOME / PLENARY	NEIL MORGAN												
1245-1345	LUNCH													
1345-1515	SESSION 2		TRACK - Powerful consumer behaviour 340, 35, 60, 153	WORKSHOP 8. Embedding SDGs in Marketing Curriculum: 9, 262, 300, 353, 392, 400, 401	WORKSHOP 15. Perspectives on Drinking, 13, 102, 244, 264, 290, 367	WORKSHOP 7. [Eco] Labelling for Sustainability 94, 113, 221, 360, 404	TRACK - Brands and branding 169, 278, 368, 269	TRACK - AI Marketing 136, 178, 183, 204	TRACK - Social media and social influencers 217, 148, 238,	TRACK - The power of sustainability 105, 412, 66, 189	TRACK - Igniting tourism marketing 10, 21, 342, 118,	TRACK - Retailing and omni-channel manage. 151, 177, 185, 201, 211	TRACK - Services Marketing 63, 79, 212, 263	The Case Centre PDW
1515-1545	COFFEE													
1545-1715	SESSION 3		Meet the Editors Panel Session	WORKSHOP 21. Social Media and Marketing: 19, 182, 268, 280, 369	TRACK - Powerful consumer behaviour 99, 196, 227	TRACK - Brands and branding 75, 197, 228, 321	TRACK - AI Marketing 5, 103, 160, 318, 337	TRACK - Social media and social influencers 88, 110, 219,	TRACK - Igniting edgy and maverick marketing 139, 331, 348, 388	TRACK - Igniting tourism marketing 45, 270, 315, 374, 403	TRACK - Health and wellbeing 381, 358, 372	TRACK - Services Marketing 215, 273, 230		SPECIAL SESSION AMRC 1 108, 397
1715-1900	Meet the Editors Social and Gin Garden													
1900	Drinks Reception / SIG fair													

WED 3 JULY	MC DAY 2		PARALLEL 1	PARALLEL 2	PARALLEL 3	PARALLEL 4	PARALLEL 5	PARALLEL 6	PARALLEL 7	PARALLEL 8	PARALLEL 9	PARALLEL 10	PARALLEL 11	PARALLEL 12
0900-1030	SESSION 4		TRACK - Powerful consumer behaviour 18, 23, 83, 72, 171	WORKSHOP 16. Bringing the Joy of Marketing into the Classroom, 41, 44, 96, 128, 285	WORKSHOP 22. Sustainability and Circularity in Luxury: 296, 373, 408	WORKSHOP 14. Marketing's Social Spirit 17, 173, 232, 320	TRACK - Powerful consumer behaviour 104, 156, 198, 261	TRACK - Igniting edgy and maverick marketing 34, 332, 335	TRACK - Social media and social influencers 87, 225, 294, 391	TRACK - AI Marketing 356, 385, 127, 410	TRACK - Digital Marketing 4, 98, 107, 109, 116	TRACK - Igniting tourism marketing 146, 307, 47,	TRACK - Marketing strategy and theory for a resilient future 175, 176, 188, 298	TRACK - Services Marketing 249, 349, 375
1030-1100	COFFEE													
1100-1230	SESSION 5		TRACK - Powerful consumer behaviour 222, 213, 239, 351, 362	WORKSHOP 2. Advertising and Societal Wellbeing: 20, 30, 167, 181, 224, 288, 306	WORKSHOP 23. The Impact of Mobile Apps on Consumers' Well-Being 137, 142, 246, 396	WORKSHOP 13. Marketing and Responsible Innovation: 27, 122, 251	TRACK - Brands and branding 8, 293, 370, 149	TRACK - Igniting marketing education 1, 120, 121, 240, 161	TRACK - Social media and social influencers 26, 31, 32, 380	TRACK - The power of sustainability 46, 85, 379, 78, 402	TRACK - Non-profit marketing 12, 312, 359, 395	TRACK - Igniting tourism marketing 62, 119, 67, 129,	TRACK - Fashion Marketing 42, 271, 154, 354, 357,	TRACK - Services Marketing 276, 302
1230-1310	AGM	AGM												
1310-1400	LUNCH													
1400-1500	KEYNOTE/ SESSION 6		KEN PEATTIE	TRACK - Powerful consumer behaviour 247, 248, 272	TRACK - Marketing strategy and theory for a resilient future 111, 145, 231	TRACK - Brands and branding 11, 303, 310	TRACK - Igniting marketing education 191, 250, 259	TRACK - Fashion Marketing 236, 164, 132	TRACK - Digital Marketing 100, 275, 297		A Participatory ZMET Special Session 2 ROOMS	A Participatory ZMET Special Session 2 ROOMS		Reviewer Session by Journal of Business Research
1500-1530	COFFEE													
1530-1700	KEYNOTE/ SESSION 7		CHLOE SMITH	TRACK - Powerful consumer behaviour 70, 112, 133, 140, 61	TRACK - Marketing strategy and theory for a resilient future 361, 394, 311, 214	TRACK - Brands and branding 131, 267, 74, 170	TRACK - Retailing and omni-channel manage. 141, 208, 210, 317, 295	TRACK - Social media and social influencers 339, 138, 322, 371	TRACK - Resilient food and drink marketing 117, 284	TRACK - Social responsibility marketing 174, 159, 314, 202, 266				Marketing Analytics for Better Society
1900-	GALA DINNER													

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0930-1100	SESSION 8		TRACK - Powerful consumer behaviour 203, 206, 282	WORKSHOP 20. Social Marketing and Artificial intelligence: 144, 200, 223, 329, 334, 350	TRACK - The social spirit of marketing 229, 28, 54, 106, 229	TRACK - Brands and branding 25, 51, 366, 386	TRACK - Advertising and marketing communications 77, 258, 281, 344, 398	TRACK - Marketing strategy and theory for a resilient future 207, 53, 216, 325	TRACK - Fashion Marketing 192, 101, 135, 193, 58	TRACK - Igniting marketing education 15, 82, 95, 309, 393	TRACK - The power of sustainability 49, 52, 57, 59, 242	TRACK - Health and wellbeing 3, 33, 304,	TRACK - Social responsibility marketing 36, 186, 22, 130, 150	
1100-1130	COFFEE													
1130-1300	SESSION 9		TRACK - Powerful consumer behaviour 187, 226, 365, 399	WORKSHOP 24. The Value of All these Arts: 16, 291,301, 333	TRACK - Brands and branding 123, 6, 209, 245	TRACK - Social media and social influencers 241, 257, 289, 384	TRACK - Digital Marketing 81, 115, 205, 341, 411	TRACK - Igniting edgy and maverick marketing 55, 86, 364, 389	TRACK - Igniting marketing education 84, 126, 305, 313	TRACK - The power of sustainability 327, 195, 68, 125, 352	TRACK - Igniting tourism marketing 157, 316, 345	TRACK - Services Marketing 255, 323, 390, 199		
1300	LUNCH/ CONFERENCE CLOSES													