

2024 IMRC Agenda

Monday, May 13

5:00–7:00pm: Welcome Reception

Tuesday, May 14

8:00–9:00am: Breakfast

9:00–10:30am: Session 1 (parallel tracks)

10:30–11:00am: Break

11:00am–12:30pm: Session 2 (parallel tracks)

12:30–2:00pm: Lunch

2:00–3:30pm: Session 3 (parallel tracks)

3:30–4:00pm: Break

4:00–5:30pm: Future of Interactive Marketing (ISEC Auditorium)

- John Deighton, The Harold M. Brierley Professor of Business Administration Emeritus at Harvard Business School
- Sonja Gensler, Vice Dean of Research & Outreach, Chair of Value-Based Marketing at the University of Münster
- Koen Pauwels, Associate Dean for Research, Distinguished Professor of Marketing at Northeastern University
- Andrew Stephen, Deputy Dean for Faculty and Research and L’Oreal Professor of Marketing at the University of Oxford

6:00–7:20pm: Boston Duck Tour

7:30pm: Dinner

Wednesday, May 15

8:00–9:00am: Breakfast

9:00–10:30am: Session 4 (parallel tracks)

10:30–11:00am: Break

11:00am–12:00pm: Session 5 (parallel tracks)

12:00pm: Boxed Lunch