

CONFERENCE PROGRAM OVERVIEW

SUNDAY MAY 24

TIME	SESSION/MEETING	ZONE
14:00	Doctoral colloquium	A
19:30	Guided city tour for participants doctoral colloquium	

MONDAY MAY 25

TIME	SESSION/MEETING	ZONE
09:00-17:30	Doctoral colloquium	A
14:00-17:00	Steering committee	B
19:00	Dinner at Officina Clandestina for participants doctoral colloquium	

TUESDAY MAY 26

TIME	SESSION/MEETING	ZONE
09:00-14:30	Doctoral colloquium	A
09:00-17:00	Executive committee meeting	B
14:00-19:30	Registration	D
18:00-20:00	Welcome reception	D

CONFERENCE PROGRAM OVERVIEW

WEDNESDAY MAY 27

TIME	SESSION/MEETING	ZONE
09:00-13:30	Invited session: Spotlight on IJRM Associate editors	A
	Invited session: The journal of marketing behavior session	A
	Special interest groups	A and C
	Competitive papers	A and C
09:00-13:30	Job market	B
10:30-16:30	Booksellers market - exhibits	C
10:30-11:00	Coffee break	C
11:00-12:30	Meet the editors session	B
	Special interest groups	A and C
	EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
	Collaboration group	B
12:30-14:00	Heads of marketing forum	B
	Lunch	C
14:00-15:00	Conference theme session	A
	Special interest groups	A and C
	Invited session: Coffee with the JMB editor	B
	Climber community sessions	C
	2015 EMAC – GAMMA joint symposium	B
	Competitive papers	A and C
14:00-18:30	Job market	B
15:30-16:00	Coffee break	C
16:00-17:30	Meet the editors session	B
	Conference theme session	B
	Special interest groups	A and C
	EMAC – GAMMA joint symposium	B
	Climber community sessions	C
	Competitive papers	A and C
	McKinsey workshop	B
17:30-19:00	Climber community meeting: informal gathering	STUKcafé
19:30	Optional social events	

CONFERENCE PROGRAM OVERVIEW

THURSDAY MAY 28

TIME	SESSION/MEETING	ZONE
08:00-09:00	McKinsey Breakfast Meeting	B
09:00-10:00	General assembly	A
09:30-13:00	Job market	B
09:30-16:00	Booksellers market - exhibits	C
10:00-10:30	Coffee break	C
10:30-12:00	Emac McKinsey marketing dissertation award	B
	Special interest group	A
	Sponsored session StratX: MixPRO Launch	A
	Sponsored session Holaba: How to measure the real power of influencers	B
	Competitive papers	A and C
	Film festival	B
	Collaboration group	B
12:00-13:30	Lunch	B
12:30-14:00	EMAC 2015 Fellows meeting	B
13:30-14:30	McKinsey Award Jury	D
13:30-15:00	Meet the editors session	B
	Special interest groups	A and C
	Invited session: Coffee with the IJRM editors	B
	Sponsored session IBM: Transforming industries and professions with data	B
	Competitive papers	A and C
	Film festival	B
15:00-15:30	Coffee break	C
15:30-16:10	Keynote talk J.B. Steenkamp	D
16:10-17:00	Plenary: 2015 EMAC Awards ceremony	D
17:00-18:30	Poster session and beer tasting event	D

CONFERENCE PROGRAM OVERVIEW

FRIDAY MAY 29

TIME	SESSION/MEETING	ZONE
09:00-10:30	Conference theme session	B
	Special interest groups	A and C
	Film festival	B
	Competitive papers	A and C
10:00-16:00	Booksellers market - exhibits	C
10:30-11:00	Coffee break	C
11:00-12:30	Conference theme session	B
	Roundtable discussion	C
	2015 Distinguished marketing scholar session – G. Lillien	A
	Special interest groups	A, B and C
	Competitive papers	A and C
	Film festival	B
12:30-14:00	Lunch	C
14:00-15:30	Invited session: EMAC: a global research community	A
	Special interest groups	A, B and C
	Competitive papers	A and C
	Collaboration group	B
14:00-18:00	Job market	B
15:30-16:00	Coffee break	C
16:00-17:30	Conference theme session	B
	Invited session: Association Française du marketing	B
	Special interest groups	A and C
	Competitive papers	A and C
19:00-23:00	Conference dinner at Arenberg Castle	
23:00 - ...	Afterparty in the Depot	