

**THURSDAY 21**

**FRIDAY 22**

**SATURDAY 23**

	Room 1.1	Room 1.3	Room 1.4	Room 2.4	Room 2.3
9:00-10:30	PRIVACY AND DATA COLLECTION	ON LINE REVIEWS	ADVERTISING EFFECTIVENESS I	ENGAGEMENT	EFFECTIVE TACTICS I: COPY AND CONTENT
10:30-11:00	Coffee				
11:00-12:00	NATIVE ADVERTISING	TWITTER MESSAGES	CHABOTS	INFLUENCERS	ADVERTISING CREATIVITY
12:00-13:30	SPONSORED CONTENT	ENDORSERS AND SOURCE EFFECT I	FOOD ADVERTISING AND PLACEMENTS	EFFECTIVE TACTICS II	ADVERTISING PROCESSING
13:30-15:00	Lunch				
15:15-16:00	Key note speaker: JORDI GUIX (Assembly Hall))				
16:00-16:45	Key note speaker: WENDY MOE (Assembly Hall)				
16:45-17:15	Coffee				
17:15-18:15	CSR COMMUNICATION	B2B COMMUNICATION	IMC	HUMOR AND GENDER IN ADVERTISING	MULTICHANNEL AND TOUCH POINTS

	Room 1.1	Room 1.3	Room 1.4	Room 2.4	Room 2.3
9:30-10:30	ADVERTISING EFFECTIVENESS II	INSTAGRAM AND UGC	CROSS-CULTURAL ADVERTISING I	SSMM ADVERTISING I	ADVERTISING COPY AND CONTENT
10:30-11:00	Coffee				
11:00-12:00	Meet the editors session (Assembly Hall)				
12:00-13:30	SPECIAL SESSION: THE VIRTUAL REALITY IMPACT	ENDORSERS AND SOURCE EFFECT II	BRANDS AND CONSUMER BEHAVIOUR	ADVERTISING AGENCIES	RESPONSE TO ADVERTISING
13:30-15:00	Lunch				
15:00-16:00	SSMM ADVERTISING II	ADVERTISING GAMING	OFFENSIVE ADVERTISING	BRANDING	CROSS CULTURAL II
16:00-16:30	Assembly (Assembly Hall)				
16:30-17:00	Coffee				
17:00-18:00	IJA EDITORIAL BOARD MEETING 16:30-17:15 IJA ASSOCIATE EDITORS MEETING 17:15-18:00	ADS PERCEPTION AND MEMORY	MEDIA PLANNING	INBOUND MARKETING	

**EAA BOARD MEETING Room 1.5**

19:00-21:00 Welcome

20:00-24:00 Gala Dinner

19:00-21:00 Social Event