

Dear ICORIA 2023 participants,

You will find below the general program as well as a few information. The detailed program will be sent by email a few days prior to the conference.

Thursday afternoon, June 29, is dedicated to the doctoral colloquium (if you have any questions, please contact Liselot Hudders Liselot.Hudders@UGent.be

Registration for the doctoral colloquium is now closed.

The **Journal of Advertising Research**, **International Journal of Advertising**, and **Journal of Advertising** are excited to partner together with ICORIA to host a first-ever Writer's Workshop on Crafting Industry Relevant Research during the afternoon of June 29th, 2023.

The workshop's focus is on helping authors develop research that is more relevant to advertising practice. Editors and AE's from the three hosting journals will be present during the workshop to share advice and tips. The workshop is **free and open to all advertising researchers**. If you have any question about the workshop, please contact Colin Campbell colincampbell@sandiego.edu

137 papers have been accepted and will be presented in over 35 sessions. As usual, there will be a Meet the Editors session, where you can hear the advice of the editors-in-chief or associate editors. Finally, you'll also be able to take advantage of two special sessions:

- One on "Harder Better Faster Stronger Consumer Discernment"
- The second one on "Machine Learning meets Advertising Research: A Workshop into Natural Language Processing."

During the Gala Dinner, the Best Student Paper Awards as well as the Best Paper Award will be announced.

Finally, whether you're a beginner or an advanced practitioner, we're delighted to organize yoga sessions on Friday and Saturday mornings (7.30), thanks to Cristel Russel. Don't forget your yoga outfit and towel.

THURSDAY 29	Afternoon	12h-18h Doctoral Colloquium	13h-18h Writer's Workshop by JAR, IJA, and JA
	18.00-20.00	Welcome Reception (Come and have a drink to celebrate ICORIA 2023)	

FRIDAY 30	7.30-8.30	YOGA SESSION				
	9.00-10.30	SESSION 1.A. Social Media Influencers	SESSION 1.B. CSR	SESSION 1.C. Advertising	SESSION 1.D. Children & Adolescents	SESSION 1.E. Sponsorship
	10.30-11.00	COFFEE BREAK				

11.00-12.30	SESSION 2.A. Sustainability	SESSION 2.B. Video Advertising	SESSION 2.C. Food	SESSION 2.D. Word-of-Mouth	SESSION 2.E. Advertising
12.30-14.00	LUNCH BREAK				
14.00-15.30	SESSION 3.A. Social Media	SESSION 3.B. Personalized Advertising	SESSION 3.C. Eye-Tracking	SESSION 3.D. Entertainment	SESSION 3.E. Targeted Communication
15.30-15.45	COFFEE BREAK				
16.00-17.00	KEYNOTE SPEAKER				
17.15-18.15	SESSION 4.A. Personalization	SESSION 4.B. Chatbot & Virtual Assistant	SESSION 4.C. Personality Traits	SESSION 4.D. Creativity	SESSION 5.D. Disclosure
19h00-23h00	Boat departs at 7 p.m., so don't be late GALA DINNER and AWARDS				

SATURDAY 1	7.30-8.30	YOGA SESSION				
	9.00-10.30	SESSION 1.A. Green Communication	SESSION 1.B. Health Communication	SESSION 1.C. Advertising Effectiveness	SESSION .1D. Literature Review & Conceptualization	SESSION 1.D. Emotions
	10.30-11.00	COFFEE BREAK				
	11.00-12.30	MEET THE EDITORS SESSION		EAA Board Meeting (Upon invitation)		
	11.00-12.30	SESSION 2.A. Advertising	SESSION 2.B. Social Media Advertising	SESSION 2.C. Branding	SESSION 2.D. Food	SESSION 2.E. Digital Communication
	12.30-13.30	LUNCH BREAK				
	13.30-15.00	SESSION 3.A. Advertising	SESSION 3.B. Influencer	SESSION 3.C. Crisis	SESSION 3.D. Sports	SESSION 3.E. IJA Board Meeting (Upon invitation)
	15.00-15.15	COFFEE BREAK				

15.15-16.15	SESSION 4.A. COVID 19	SESSION 4.B. Gender	SESSION 4.C. Machine Learning meets Advertising Research: A Workshop into Natural Language Processing	SESSION 4.D. Special Session Harder Better Faster Stronger Consumer Discernment	
16.30-17.30	GENERAL ASSEMBLY and ANNOUNCEMENT				
18.30-20.30	Food & Drink "Discover the French Apéro"				