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

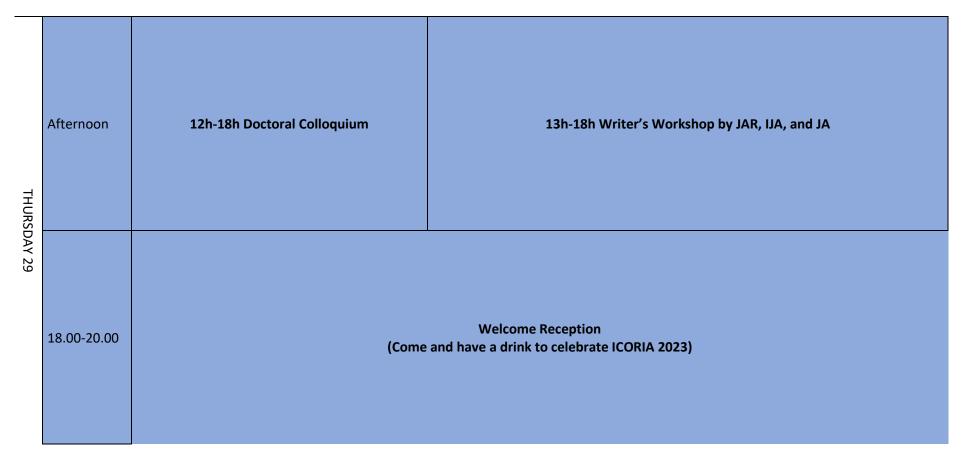
137 papers have been accepted and will be presented in over 35 sessions. As usual, there will be a Meet the Editors session, where you can hear the advice of the editors-in-chief or associate editors. Finally, you'll also be able to take advantage of two special sessions:

- 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 Awars 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.



	7.30-8.30	YOGA SESSION						
FRIDAY 30	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 GAL	A DINNER and AWARDS			

	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						
SAT	11.00-12.30	MEET THE EDITORS SESSION		EAA Board Meeting (Upon invitation)				
SATURDAY 1	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				

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