



informs **ISMS**
 SOCIETY FOR MARKETING SCIENCE

INTERNATIONAL CONVENTION CENTRE (ICC)
 DARLING HARBOUR, SYDNEY, AUSTRALIA | JUNE 26–29, 2024
 HOSTED BY THE UNIVERSITY OF NEW SOUTH WALES (UNSW) SYDNEY

CONFERENCE SCHEDULE OVERVIEW

WEDNESDAY, JUNE 26

5–7pm Conference Check-in/Registration Registration Desk, Ground Level

THURSDAY, JUNE 27

7:30am–5pm	Conference Check-in/Registration	Registration Desk, Ground Level
7:30–8:20am	Conference Breakfast	The Gallery, Level 2
7:30–8:20am	<i>Marketing Sci. AE/SE/AB Breakfast Meeting (invite only)</i>	VIP Boardroom, Level 1
8:20–8:50am	Plenary: Indigenous Welcome to Country	Pymont Theater, Level 2
9–10:30am	Session TA	Various Rooms, Levels 2-4
10:30–11am	Coffee Break	Foyer Areas, Levels 2-4
10:30–11am	Coffee Break Welcome First-time Conf. Attendees	Room C4-5, Level 4
11am–12:30pm	Session TB	Various Rooms, Levels 2-4
12:30–1:30pm	Conference Lunch	The Gallery, Level 2
12:30–1:30pm	ISMS Board Meeting	VIP Boardroom, Level 1
1:30–3pm	Session TC	Various Rooms, Levels 2-4
3–3:30pm	Coffee Break	Foyer Areas, Levels 2-4
3:30–5pm	Session TD	Various Rooms, Levels 2-4
5:15–6:15pm	ISMS Awards Ceremony & Board Update	Pymont Theater, Level 2
6:15–9pm	Reception & Conference Dinner	Grand Ballroom, Level 5

CONFERENCE SCHEDULE OVERVIEW (CONTINUED)

FRIDAY, JUNE 28

7:30am–5pm	Conference Check-in/Registration	Registration Desk, Ground Level
7:30–8:30am	Conference Breakfast	The Gallery, Level 2
7:30–8:30am	<i>Marketing Sci. ERB Breakfast Meeting (invite only)</i>	Parkside 1, Level 2
8:30–10am	Session FA	Various Rooms, Levels 2-4
10–10:20am	Coffee Break	Foyer Areas, Levels 2-4
10:20–11:50am	Session FB	Various Rooms, Levels 2-4
11:50am–1pm	Conference Lunch	The Gallery, Level 2
11:50am–1pm	Women in Marketing Science Lunch	Parkside 1, Level 2
1–2:30pm	Session FC	Various Rooms, Levels 2-4
2:30–2:50pm	Coffee Break	Foyer Areas, Levels 2-4
2:50–4pm	Session FD	Various Rooms, Levels 2-4
4:10–6:30pm	Sunset Harbour Cruise & Reception*	Convention Jetty, Ground Level
6:30pm	Dinner on your own	Various Locations

*PLEASE NOTE: The Sunset Sydney Harbour Cruise has a 4:10pm boarding time at the Convention Jetty, outside the ICC. Please be mindful and plan accordingly to arrive on time.

SATURDAY, JUNE 29

7:30am–12noon	Conference Check-in/Registration	Registration Desk, Ground Level
7:30–8:30am	Conference Breakfast	Foyer Areas, Levels 3 & 4
8:30–10am	Session SA	Various Rooms, Levels 2-4
10–10:30am	Coffee Break	Foyer Areas, Levels 2-4
10:30am–12noon	Session SB	Various Rooms, Levels 2-4
12noon	Conference Adjourns (Lunch on own)	Various Locations
12noon–1:15pm	ISMS Fellows' Lunch (<i>invite only</i>)	Room C4.6, Level 4

THANK YOU!

SUPPORTING DESTINATIONS



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