

Programme Overview

25th to 27th September

Programme Overview

| 25th September

Wednesday

	FLOOR 2		
	Cloister	Auditorium 2	Rooftop
11:45 - 12:30 <i>Light Lunch</i>	Light Lunch		
12:30 - 12:45 <i>Welcome Session ERS</i>		Vesna Zabkar	
12:45 - 13:45 <i>ERS Session 1</i>		José Veríssimo	
13:45 - 14:45 <i>ERS Session 2</i>		Ursa Golob Podnar	
14:45 - 15:15 <i>Coffee Break</i>	Coffee Break		
15:15 - 16:15 <i>ERS Session 2</i>		Corina Pelau	
16:15 - 17:30 <i>ERS Networking Session</i>			
18:00 - 21:00 <i>Welcome Reception</i>			Welcome Reception



Programme Overview

| 26th September

Thursday

	FLOOR 2					FLOOR 4				
	Cloister	Auditorium CGD	Auditorium 2	Auditorium 3	Room 202	Amphitheater 1	Amphitheater 2 Novo Banco	Amphitheater 3	Amphitheater 4	Noble Hall
08:30 - 10:00 <i>Opening Session & Keynotes</i>		Opening Session & Keynotes								
10:00 - 10:30 <i>Coffee Break</i>	Coffee Break									
10:30 - 12:00 <i>Parallel Sessions</i>			Workshop Exp. Design	BRA I		B2B I	CB I	ADV	SMKT	
12:00 - 13:30 <i>Lunch</i>										Lunch
13:30 - 15:00 <i>Parallel Sessions</i>			CB II	MS		B2B II	CB III	MC	PD I	
15:00 - 16:00 <i>Poster Session & Coffee Break</i>	Poster Session & Coffee Break									
16:00 - 17:30 <i>Parallel Sessions</i>			CB IV	BRA II	Workshop Strategic MKT Orientations	DM I	CB V	CCIM		
19:00 - 23:00 <i>Gala Dinner</i>										

Programme Overview

| 27th September

Friday

	FLOOR 2				FLOOR 4					
	Auditorium CGD	Auditorium 2	Auditorium 3	Room 202	Amphitheater 1	Amphitheater 2 Novo Banco	Amphitheater 3	Amphitheater 4	Noble Hall	Cloister
09:30 - 11:00 <i>Parallel Sessions</i>		CB VI	RTL			DM II	MKTMIX	SM		
11:00 - 11:30 <i>Coffee Break</i>										Coffee Break
11:30 - 13:00 <i>Parallel Sessions</i>		Meet the Editors I	BRA III		META	CB VII	PD II	IMI		
13:00 - 14:30 <i>Lunch</i>									Lunch	
14:30 - 16:00 <i>Parallel Sessions</i>		Meet the Editors II	IM II	B2B III			EC	CB VIII		
16:00 - 16:30 <i>Coffee Break</i>										Coffee Break
16:30 - 17:00 <i>Conference Closing & Presentation of EMAC RC 2025</i>	Closing & Presentation of EMAC RC 2025									
17:30 <i>Social Event</i>										