

**THURSDAY****ALL DAY****DOCTORAL COLLOQUIUM**

- **Work on Ph.D. thesis with coaching team of 3-4 professors.**
- **Advice on career management by leading academic.**
- For Ph.D. students, intermediate or advanced stage.
- 50 minutes presentations in front of leading academics.

**RESEARCH SKILLS DEVELOPMENT FOR ACADEMICS – WORKSHOPS**

- **Paper Writing Tips.**
- **Theory Visualization.**
- **Latest State of SmartPLS.**
- **Marketing Trends Radar.**
- For academics of all levels.
- Each workshop is a 1/2 day workshop that mixes general and personalised guidance.
- Limited number of places.

**FRIDAY****ALL DAY****CONFERENCE TRACKS DAY 1**

- Research presentations of accepted papers by their authors.
- Time for discussions and feedback.

**GUEST SPEAKER**

- Interactive exchange with a leading business professional.

**TRENDS TRACK ROUNDTABLE**

- Confrontation of academics and professionals on the main current marketing trends.

**MARKETING STRATEGY FORUM**

- Forum of academics and business professionals.
- Discussion about the most suitable marketing strategies.

**MEET THE EDITORS**

- Meetings with journal editors.

**GALA DINNER**

- Gala dinner at exclusive private venue.

**SATURDAY****MORNING****CONFERENCE TRACKS DAY 2**

- Research presentations of accepted papers by their authors.
- Time for discussions and feedback.

**POSTER FAIR**

- Display of submitted research posters.
- Time for discussion and exchanges with academics and practitioners.

**AWARDS PRESENTATION**

- Marketing Trends Award.
- Managerial Impact Award.
- Pr. Roux Luxury Award.
- Best Thesis Award.
- Best Paper Award.

**CULTURAL EVENTS***Optional*

- Invitation to join private visits and tours after the conference (Saturday Afternoon).