MORNING SESSIONS WITH AN EMPHASIS ON RESEARCH

> 09:00 – 10:00 Welcome coffee

> 10:00 – 12:00 Research overview by keynote speakers Russell W. BELK, Thorsten HENNIG-THURAU, Carlos FLAVIAN and Philipp RAUSCHNABEL

> 12:00 – 13:00 Networking lunch

AFTERNOON SESSIONS WITH AN EMPHASIS ON PRACTICE

> 13:00 – 17:00 Practice overview from professionals & Thematic workshops
Interactive session (by registration): Ellen VAN DE WOESTIJNE (ARHT), Morgan BOUCHET (ORANGE), Jae MALONEY (AIR FRANCE KLM) and Emanuela PRANDELLI (LUXURY)

> 17:00 – 18:30 Plenary session: Summary of conference insights and concluding remarks