

MEA 2009 Conference, Fairmont Newport Beach Hotel

Preliminary Schedule of Events, April 23-25, 2009



HIGHLIGHTS

- 2008 MARKETING EDUCATOR OF THE YEAR**
 This award, established in 1986, recognizes superior and distinguished achievement in the academic field of Marketing.
- THURSDAY NIGHT AWARDS DINNER**
 Enjoy an evening of celebration and recognition.
- FRIDAY NIGHT NETWORKING EVENT**
 Plan to network and socialize at the Friday Night Event. Join our dinner cruise through spectacular Newport Harbor aboard the yacht *Mojo* (with special guest entertainers).

The Marketing Educators' Association: Advancing the Practice and Scholarship of Marketing Education

Event Name

Event Time

Event Date: Thursday, April 23, 2009

Optional Pre-Conference Workshop	8:00 a.m. – 3:00 p.m.
Board of Directors Meeting	1:00 p.m. – 3:00 p.m.
Registration	11:00 a.m. – 7:00 p.m.
Concurrent Sessions: Competitive Papers & Special Sessions	3:30 p.m. – 5:00 p.m.
President's Reception	6:00 p.m. – 7:00 p.m.
Awards Dinner	7:00 p.m. – 10:00 p.m.

Event Date: Friday, April 24, 2009

Breakfast (including Contemporary Issues/Table Topics)	7:00 a.m. – 8:30 a.m.
Registration	8:00 a.m. – 1:00 p.m.
Concurrent Sessions: Competitive Papers & Special Sessions	8:30 a.m. – 12:00 p.m.
Annual Business Luncheon	12:00 p.m. – 1:30 p.m.
Concurrent Sessions: Competitive Papers & Special Sessions	1:30 p.m. – 5:00 p.m.
Optional Friday Night Networking Event - Dinner Cruise on Newport Harbor aboard the yacht <i>Mojo</i>	6:30 p.m. – 10:00 p.m.

Event Date: Saturday, April 25, 2009

Breakfast	7:00 a.m. – 8:30 a.m.
Registration	8:00 a.m. – 10:00 a.m.
Concurrent Sessions: Competitive Papers & Special Sessions	8:30 a.m. – 12:00 p.m.
Lunch	12:00 p.m. – 1:15 p.m.