

2010 MEA Conference Renaissance Downtown Seattle

Preliminary Schedule of Events, April 8-10, 2010



HIGHLIGHTS

2010 PRE-CONFERENCE WORKSHOP

This optional workshop will help marketing educators who want to "boost" their teaching effectiveness - especially recommended for newer faculty, doctoral students, and others who want to jumpstart or refresh their teaching.

2010 MARKETING EDUCATOR OF THE YEAR

This award, established in 1986, recognizes superior and distinguished achievement in the academic field of Marketing.

THURSDAY NIGHT AWARDS BANQUET

Enjoy an evening of celebration and recognition.

FRIDAY NIGHT NETWORKING EVENT

Join us for an evening at the Seattle Space Needle. The MEA has the entire restaurant floor with 360-degree panoramic views and access to the unbelievable observation deck above. The evening includes dinner, beverages, transportation, live music with the Dave Rawlinson Band with Special Guest Lenny Price on Sax, networking, MEA themed program and good friends. (This is an optional MEA event and not included in the registration fee.)

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

Event Name

Event Time

Event Date: Thursday, April 8, 2010

Optional Pre-Conference Workshop	9:00 a.m. – 4:00 p.m.
Board of Directors Meeting	1:00 p.m. – 3:00 p.m.
Registration	11:00 a.m. – 7:00 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 9, 2010

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. – 5:30 p.m.
Optional Friday Night Networking Event – Space Needle	6:30 p.m. – 10:00 p.m.

Event Date: Saturday, April 10, 2010

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.



www.marketingeducators.org

MEA is a nonprofit organization Section 501, C.3., TAX ID #95-3403553