



The Marketing Conference

JUNE 2 – 3, 2021

2021 Virtual Marketing Conference Timeline Eastern Standard Time

Wednesday, 6/2

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| 11:00 – 11:10 a.m. | Welcome and Opening Remarks |
| 11:10 - 11:50 a.m. | General Session |
| 11:50 - 12:30 p.m. | Executive Panel Discussion |
| 12:30 - 1:00 p.m. | <i>Break</i> |
| 1:00 – 1:50 p.m. | Breakout Sessions (3 Concurrent sessions) |
| 1:50 – 2:10 p.m. | <i>Break</i> |
| 2:10 – 3:00 p.m. | Breakout Sessions (3 Concurrent sessions) |

Thursday, 6/3

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| 11:00 – 11:05 a.m. | Welcome Day 2 |
| 11:05 a.m. - 12:05 p.m. | General Session |
| 12:05 - 12:30 p.m. | <i>Break</i> |
| 12:30 - 1:20 p.m. | Breakout Sessions (3 concurrent sessions) |
| 1:20 - 1:30 p.m. | <i>Break</i> |
| 1:30 – 2:20 | Breakout Sessions (3 concurrent sessions) |
| 2:20 – 2:45 p.m. | <i>Break</i> |
| 2:45 to 3:30 p.m. | General Session |
| 3:30 p.m. | <i>Adjournment</i> |