



Co-sponsored by the UCLA Morrison Center for Marketing and Data Analytics
UCLA Luskin Conference Center
Los Angeles, CA
May 16-18, 2017

Wednesday May 16, 2018

5:30 - 7:00 pm	Check in and Registration	UCLA Luskin Center Lobby
6:00 - 7:30 p.m.	Welcome Reception	UCLA Luskin Center Front Patio

Thursday May 17, 2018

7:30 - 9:00	Breakfast	Luskin Center Dining Room
9:00 - 12:30	Morning Sessions	
12:30 - 1:30	Lunch	Luskin Center Dining Room
1:30 - 5:00	Afternoon Sessions	
6:30 - 7:30	Reception	
7:30 - 9:00	Conference Dinner	

Friday May 18, 2018

7:30 - 9:00	Breakfast	Luskin Center Dining Room
9:00 - 12:30	Morning Sessions	
12:30 - 1:30	Lunch	Luskin Center Dining Room
1:30 - 5:00	Afternoon Sessions	