



T+P|M Theory + Practice
in Marketing

**ON THE RELEVANCE OF MARKETING
RESEARCH TO BUSINESS PRACTICE**

The Wharton School
June 14-16, 2020
Philadelphia, Pennsylvania

Tentative Agenda	
Sunday, June 14	
5:30 p.m. to 6:45 p.m.	Welcome and Opening Address
	Panel Discussion of Senior Practitioners
6:45 p.m. to 8 p.m.	Welcome Reception
Monday, June 15	
8:30 a.m. to 9 a.m.	Continental breakfast
9 a.m. to 10:30 a.m.	Concurrent Sessions 1
10:30 a.m. to 10:45 a.m.	Morning break
10:45 a.m. to 12:15 p.m.	Concurrent Sessions 2
12:15 p.m. to 1:30 p.m.	Lunch
1:30 p.m. to 3 p.m.	Panel Discussion of Senior Practitioners
3 p.m. to 4:30 p.m.	Concurrent Sessions 3
4:30 p.m. to 4:45 p.m.	Afternoon break
4:45 p.m. to 6:15 p.m.	Concurrent Sessions 4
6:15 p.m. to 8:30 p.m.	Cocktails and Dinner
8:30 p.m. to 9:45 p.m.	Panel Discussion of Senior Practitioners
Tuesday, June 16	
8:30 a.m. to 9 a.m.	Continental breakfast
9 a.m. to 10:30 a.m.	Concurrent Sessions 5
10:30 a.m. to 10:45 a.m.	Morning break
10:45 a.m. to 12:15 p.m.	Concurrent Sessions 6
12:15 p.m. to 1:30 p.m.	Lunch
1:30 p.m. to 2:45 p.m.	Panel Discussion of Senior Practitioners
2:45 p.m. to 3:00 p.m.	Conclusion