#NAMA 24
CONFERENCE SCHEDULE

Wednesday, April 24

12:30–3 p.m.	Small Marketing Department Workshop
12:30–3 p.m.	Mid-Level Management Workshop
2:30–3 p.m.	Speed Networking Session
3–4 p.m.	Leader/First-Timer Reception
4–5 p.m.	Finalist Reception
5–6 p.m.	Best of NAMA Awards Ceremony
6–7:30 p.m.	Connection Point Opening Reception

Thursday, April 25

7:45–9 a.m.	Breakfast
9–10:30 a.m.	Opening General Session—***Momentum: Accelerate Your Performance Without the Burnout***
10:30–11 a.m.	Break
11 a.m.–12:30 p.m.	Second General Session—***Consumer Behavior: Unlocking the Power of Networks***
12:30–2 p.m.	Lunch in the Connection Point
2–3 p.m.	Breakouts (2 concurrent):
	Data Insights: Numbers Don't Lie … Right?
	Making the Most of Content
3–3:30 p.m.	Break
3:30–4:30 p.m.	Breakouts (2 concurrent):
	How Google Analytics 4 Will Make You a Better Marketer
	Refining Relationships Through Social Awareness and Communication
4:30–6 p.m.	Connection Point Closing Reception

Friday, April 26

8–8:45 a.m.	Breakfast
9–10 a.m.	Breakouts (2 concurrent):
	Producer Panel
	The Future is AI — Are You Ready?
10:15–11:30 a.m.	Closing Session—***How Leaders Engage and Retain Today's High-Performing Employees***

DON'T MISS THESE NETWORKING OPPORTUNITIES!

Meeting Cafe
Wednesday, April 24–
Thursday, April 25
8 a.m.–5 p.m.

You won't need to step away from the conference for your meetings. Schedule your important meetups at the tables in the Terrace area and stay onsite.

Speed Networking Session
Wednesday, April 24
2:30–3 p.m.

New to NAMA or just want to meet more people? This session is a great way to meet fellow attendees.

Connection Point
Wednesday & Thursday

Spend some time getting to know our exhibiting companies—and come away with some new ideas and new contacts!

Networking Receptions

Wednesday, April 24

3–4 p.m.

Leader/First Timer Reception
This event is for leaders and first-time conference attendees.

4–5 p.m.

Finalist Reception
Stop by for a pre-show cocktail.

6–7:30 p.m.

Trade Show Opening Reception
Browse the booths and network with friends and colleagues.

Thursday, April 25

4:30–6 p.m.

Trade Show Closing Reception

Register at nama.org.

BRIGHT HORIZONS

NAMA 2024 KCM