



**2023 Transformative Consumer Research Dialogical Conference
Royal Holloway, University of London
18 - 20 JUNE 2023**

CONFERENCE PROGRAM

Sunday 18th June		
12.00 – 12.55	Pre-conference Workshop Registration* and Lunch *Conference Registration desk will open from 16.00 on Sunday 18 th in the Windsor Building for all attendees. If you are confirmed to attend the pre-conference workshop, we are happy to offer you early registration.	Moore Building Foyer/Atrium
13.00 – 15.00	Co-hosted by: Royal Holloway, Villanova University, University of Bradford Pre-conference Workshop (I) Transformative Research and Societal Impact <i>Madhu Viswanathan</i>	Moore Auditorium
15.00 – 15.30	Break	Moore Building Atrium
15.30 – 17.00	Pre-conference Workshop [continues] (II) Funding Transformative Research <i>Connie Pechmann</i> <i>TCR Funding Sub-committee</i> <i>Lightning discussion panel:</i> <i>Jane Machin, Carol Kelleher, Michelle Van Solt</i>	Moore Auditorium
16.00*	Conference Registration Opens	Windsor Building
18.30 – 22.00	TCR Welcome Reception Evening Drinks Reception* & Welcome BBQ** *Drinks Reception sponsored by: Consumption, Markets & Culture Article collection: Transformative Consumer Research Conference 2023 tandfonline.com **BBQ will be served between 19.30 – 20.30	South Quad Founder's Building

Monday 19th June		
07.15 – 08.45	Breakfast	Founder's Dining Hall
08.30 – 08.45	** Track Chairs Briefing **	Windsor Building Auditorium
09.00	<p>Conference Opening</p> <p><i>Martina Hutton, Aronté Marie Bennett, Eva Kipnis</i></p> <p>TCR Conference Co-Chairs</p>	Windsor Building Auditorium
09.15 - 10.30	Track Sessions	Track Rooms
10.30 – 10.45	Refreshments available	Windsor Building Foyer
10.45 – 12.00	Track Sessions	Track Rooms
12.00 – 13.00	LUNCH	Windsor Building Foyer
13.00 – 14.00	<p>Plenary Session</p> <p>TCR @ 18: Looking Back with Admiration, Moving Forward with Audacity <i>David Mick</i></p> <p>Chair of TCR Advisory Committee <i>Martin Mende</i></p>	Windsor Building Auditorium
14.15 – 15.30	Track Sessions	Track Rooms
15.30 – 15.45	Refreshments available	Windsor Building
15.45 – 17.00	Track Sessions	Track Rooms

17.00	Free Time before coach transfer to Conference Dinner	
1800 - 1900	<p style="text-align: center;">COACH TRANSFER DETAILS</p> <ul style="list-style-type: none"> ❖ TCR attendees will be transferred via coach to the conference dinner venue {The Castle Hotel Windsor} ❖ Our TCR Team and Student Ambassadors will guide you to the coach pick up location. ❖ Please ensure you assemble at the correct time and location. Thank you. <p style="text-align: center;">Departure times of coaches are:</p> <p style="text-align: center;">18.00 & 1810 – Track 1 19.00 – Track 2 & 3</p> <p>If you miss your allocated coach, you may need to arrange a taxi to the venue</p>	Tennis Courts Carpark 12
	TCR Conference Dinner** <i>The Castle Hotel, Windsor</i>	
On arrival	Drinks Reception	The Castle Hotel
19.45	Conference Dinner Welcome from <i>Professor Christos Tsinopolous, Executive Dean Royal Holloway, School of Business and Management</i>	The Castle Hotel Windsor Suite
22.15 – 23.15	Coaches return to Royal Holloway Campus. 22.15 – First-come, first served 22.30 – Track 1 23.15 – Track 2 & 3 If you miss your allocated coach, you may need to arrange a taxi to campus **	Front of Hotel

* Track Room allocations available from Conference Registration desk in Windsor Building

**The Castle Hotel, 18 High St, Windsor, SL4 1ER – please note for taxis/if you intend to travel directly to the venue
+44 [1753 851577](tel:1753851577)

Tuesday 20th June		
08.00 – 09.30	Breakfast	Founder's Dining Hall
08.00 – 09.30	<u>Optional</u> opportunity to join Editors for an informal discussion over breakfast.	Founder's Dining Hall
09.45 – 11.00	Track Sessions	Track Rooms
11.00 – 11.15	Refreshments available	Windsor Building Foyer
11.15 – 12.30	Track Sessions	Track Rooms
12.45 – 14.00	LUNCH *Track Showcase on view during lunch on second floor of Windsor Building	Windsor Building Foyer
14.00 – 15.15	*Track Meet Ups	Picture Gallery Founder's Building North Quad
15.30	CONFERENCE CLOSE <i>Martina Hutton, Aronté Marie Bennett, Eva Kipnis</i>	Windsor Auditorium
	Farewell Photo in South Quad* (A Royal Holloway Tradition) *Weather Permitting	South Quad Founder's Building