

## ACR Latin America 2025 – Abbreviated Program

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### Wednesday

- 09:00–15:30 *Doctoral Symposium*
- 15:30–16:00 *Registration and Welcome Coffee - (To all participants)*
- 16:00–17:00 *Special Section on Impactful Consumer Research*
- 17:00–18:30 *Conference Opening Session - Keynote Presentation*
- 18:30–20:00 *Welcome Reception with Cocktails\**
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### Thursday

- 08:00–08:30 *Welcome Coffee*
- 08:30–10:00 *Competitive Paper Sessions*
- 10:00–10:30 *Coffee Break*
- 10:30–12:00 *Competitive Paper Sessions*
- 12:00–13:30 *Lunch*
- 13:30–15:00 *Keynote Presentation*
- 15:00–16:30 *Competitive Paper Sessions*
- 16:30–17:00 *Coffee Break*
- 17:00–18:30 *Competitive Paper Sessions*
- 18:30–20:00 *Working Papers Session and Cocktail Reception\**
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### Friday

- 08:00–08:30 *Welcome Coffee*
- 08:30–10:00 *Competitive Paper Sessions*
- 10:00–10:30 *Coffee Break*

10:30–12:00 *Competitive Paper Sessions*

12:00–13:30 *Lunch*

13:30–15:00 *Workshop on Advanced and Mixed Methods*

15:00–16:30 *Competitive Paper Sessions*

16:30–17:00 *Coffee Break*

17:00–18:30 *Keynote Presentation +Award Ceremony*

19:00 *Gala Dinner*

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\*ACR Latin America 2025 will offer participants lunch and coffee throughout the conference, as well as a Gala Dinner on Friday. Dinner will not be served during the cocktail receptions on Wednesday and Thursday.

**Note:** *The program is subject to change without prior notice.*

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