



# SFO24 MARCOM

2024 MARKETING AND COMMUNICATIONS CONFERENCE  
October 28 - 30, 2024 // San Francisco, CA

Hosted by

## Working Agenda *Subject to Change*

### Sunday, October 27, 2024

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1:00 PM – 4:00 PM      ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting

### Monday, October 28, 2024

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8:00 AM – 4:30 PM      Registration

8:00 AM – 9:00 AM      Networking Breakfast

9:00 AM – 10:00 AM      Opening Remarks & Educational Session

10:10 AM – 11:00 AM      Educational Session

11:00 AM – 11:20 AM      Morning Networking Break

11:20 AM – 11:45 PM      Educational Session

11:50 AM – 12:15 PM      Educational Session

12:15 PM – 1:15 PM	<b>Networking Lunch</b>	
1:15 PM – 2:00 PM	<b>Educational Session</b>	<b>Educational Session</b>
2:10 PM – 2:35 PM	<b>Educational Session</b>	<b>Educational Session</b>
2:45 PM – 3:10 PM	<b>Educational Session</b>	<b>Educational Session</b>
3:10 PM – 3:30 PM	<b>Afternoon Networking Break</b>	
3:30 PM – 4:20 PM	<b>Educational Session</b>	
6:00 PM – 9:30 PM	<b>Evening Event hosted by San Francisco International Airport at The Local Edition</b>	

**Tuesday, October 29, 2024**

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8:30 AM – 2:30 PM	<b>Registration</b>
8:00 AM – 9:00 AM	<b>Networking Breakfast</b>
9:00 AM – 9:50 AM	<b>Educational Session</b>
10:00 AM – 10:30 AM	<b>Educational Session</b>
10:30 AM – 10:50 AM	<b>Morning Networking Break</b>
10:50 AM – 11:20 AM	<b>Education Session</b>
11:30 AM – 12:00 PM	<b>Educational Session</b>
12:00 PM – 1:00 PM	<b>Networking Lunch</b>
1:00 PM – 2:00 PM	<b>Speed Networking Session</b>
2:00 PM – 2:20 PM	<b>Afternoon Networking Break</b>
2:20 PM – 3:00 PM	<b>Working Group Meetings</b>
3:00 PM – 6:00 PM	<b>Open Networking Time</b>
6:00 PM – 9:00 PM	<b>Awards Gala Reception and Dinner</b>

**Wednesday, October 30, 2024**

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8:00 AM – 9:00 AM	<b>Networking Breakfast</b>
9:00 AM – 9:50 AM	<b>Educational Session</b>
10:00 AM – 10:30 AM	<b>Educational Session</b>
10:30 AM – 10:50 AM	<b>Morning Networking Break</b>
10:50 AM – 11:20 AM	<b>Educational Session</b>
11:30 AM – 12:15 PM	<b>Educational Session</b>
12:00 PM – 1:00 PM	<b>Grab and Go Lunches Available</b>