

Instructions for Utilizing the Whova App for Agenda Building

Conference Agenda Access - [Whova 2020 ACR Conference Access Info.pdf](#)

Whova web app – for desktop. You will land on the home page. It should look like this:

The screenshot shows the Whova app interface for the 2020 ACR Conference. At the top, a blue header displays the conference title and dates (Sep 30 - Oct 4, 2020) on the left, and the sponsor level (Sponsor) and Sheth Foundation logo on the right. A left sidebar menu includes Home, Agenda, Attendees, Community, Sponsors, Messages (6), Resources, Session Q&A, and Video Gallery. The main content area features a large image of the conference venue with the text "Welcome to the 2020 Association for Consumer Research Conference" and a link to download the mobile app. On the right, a "Sponsors" section lists the Sheth Foundation and the Society for Consumer Research.

To build your personal agenda select Agenda – found on the left side of the home page. Once you select Agenda you will see the first day of the conference which starts on Wednesday, September 30, 2020.

Once on the Agenda page you can select which tracks you are interested in. Each track is named for the type of sessions you will find within each track.

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To clarify you should select the tracks you are interested in and then navigate through the days to find the sessions/event you are looking to add to your personal agenda. Most of our sessions are asynchronous, however, there are a few that have specific times.

At the top of each Agenda page you will find a search box. You can search topics of interest to you, search for On the Market presenters or find the Research & Methodology Codes authors submitted here:

<https://www.acrwebsite.org/go/2020codes>

- ACR Business Meeting/Awards Ceremony
- ACR Receptions
- ACR-Sheth Foundation Doctoral Symposium
- Competitive Papers
- DEI - Pre-Conference
- Early Career Workshop
- Fellow's Address
- Film Festival
- Keith Hunt Newcomer's Meet & Greet
- Knowledge Forums
- Presidential Address
- Special Sessions
- Working Papers

ACR 2020 Virtual Conference *Schedule at a Glance*

Wednesday, September 30, 2020

Advancing Diversity, Equity,
and Inclusion in Consumer Research 10:00 am - 12:00 pm (EDT)

Thursday, October 1, 2020

Early Career Workshop 9:00 am - 10:00 am (EDT)
10:00 am - 11:00 am (EDT)
8:00 pm - 9:00 pm (EDT)
9:00 pm - 10:00 pm (EDT)

JACR Special Issue Workshop- by invitation only 10:30 am - 1:30 pm (EDT)

ACR-Sheth Doctoral Symposium 12:00 pm - 3:00 pm (EDT)

Virtual Opening Reception 7:00 pm New York (EDT)
Password: 453497 7:00 pm Paris (Paris Time)
7:00 pm (Sydney time for Asia/Australia)

Friday, October 2, 2020

The Keith Hunt Newcomers' Meet and Greet 9:30 am - 10:00 am (EDT)

Eileen Fischer - President's Address 10:00 am - 10:30 am (EDT)

Business Meeting/Awards Ceremony 10:30 am - 11:30 am (EDT)

Knowledge Forums 12:00 pm - 1:15 pm (EDT)

Virtual Happy Hour 7:00 pm New York (EDT)
Password: 453497 7:00 pm Paris (Paris Time)
7:00 pm (Sydney time for Asia/Australia)

Saturday, October 3, 2020

Knowledge Forums 9:30 am - 10:45 am (EDT)
11:00 am - 12:15 pm (EDT)

Virtual Closing Night Reception 7:00 pm New York (EDT)
Password: 453497 7:00 pm Paris (Paris Time)
7:00 pm (Sydney time for Asia/Australia)

Friday & Saturday, October 2 & 3, 2020

The following will be available throughout the Conference

David Mick - Fellow's Address	Asynchronous
Marsha Richins – Fellow's Address	Asynchronous
Special Sessions	Asynchronous
Competitive Papers	Asynchronous
Working Papers	Asynchronous
Film Festival	Asynchronous