

# MEFA

# ELEVATE 2025

REGISTRATION OPENS AT 3 PM

MARCH 21ST - MARCH 23RD

CONFERENCE IS INCLUDED WITH YOUR  
2024 - 2025 MEFA MEMBERSHIP DUES.  
TO REGISTER, VISIT [WWW.MEFASSOC.ORG](http://WWW.MEFASSOC.ORG).  
FULL SCHEDULE IS ON THE MEFA WEBSITE!

## FRIDAY, MARCH 21ST

### MEET & GREET WITH UNIVERSITY REPS

3:30PM >>> 5:00PM

FOR EMERGING STUDENTS  
AND IN-MARKET FACULTY

### MEFA & MDSA WELCOME

5:00PM >>> 5:30PM

### GENERAL SESSION WELCOME

5:30PM >>> 6:30PM

### GENERAL SESSION INCLUSIVENESS IN THE CLASSROOM

6:30PM >>> 7:30PM

PRESENTER: DR. RODERICK LEE

### NETWORKING DINNER

7:30PM >>> 9:30PM

## SATURDAY, MARCH 22ND

### BREAKFAST

7:30AM >>> 8:30AM

### ROUNDTABLES TEACHING FOR TOMORROW: CHALLENGES AND SOLUTIONS

9:30AM >>> 10:45AM

### NETWORKING WITH MDSA

### RUNNING WITH WIND

11:00AM >>> 12:00PM

### LUNCH

12:00PM >>> 1:15PM

### FACULTY INTERDISCIPLINARY ROUNDTABLES

### ELEVATING MEFA RESEARCH

1:15PM >>> 2:15PM

ORGANIZERS: MEFA (ALL DISCIPLINES WELCOME)

### MDSA MARKETING RESEARCH ROUNDTABLES

### ELEVATING MEFA RESEARCH

2:15PM >>> 3:30PM

### MEFA BUSINESS MEETING

3:45PM >>> 4:45PM

### PHD PROJECT GENERAL SESSIONS

4:45PM >>> 6:00PM

### CAPPING AND RECOGNITIONS

### PHD PROJECT DINNER

6:00PM >>> 9:00PM

## SUNDAY, MARCH 23RD

### BREAKFAST

7:00AM >>> 8:00AM

### KEEPING TEACHING RELEVANT IN THE AGE OF AI

8:00AM >>> 10:00AM

ORGANIZERS: MDSA

### CLOSING SESSION

10:30AM >>> 11:30AM

DON'T MISS THIS  
MILESTONE EVENT!

ENCOURAGE... EMPOWER... ELEVATE!

CONNECT WITH MEFA, MDSA, AND THE  
PHD PROJECT COMMUNITY TO  
NETWORK, COLLABORATE,  
AND STRENGTHEN OUR  
COLLECTIVE IMPACT!