

2022 Virtual VPP Agenda

Tuesday - 6/7	Wednesday – 6/8	Thursday – 6/9	Friday - 6/10
Academic Stage Setting 2:00pm (EST)	Academic Stage Setting 2:00pm (EST)	Academic Stage Setting 2:00pm (EST)	Academic Stage Setting 2:00pm (EST)
Industry speaker Streamed Barry Wacksman-Proto 2:15pm - 3:15pm (EST)	Industry speaker Streamed Norm de Greve- CVS 2:15pm - 3:15pm (EST)	Industry speaker Streamed Helen Lin-Publicis Media 2:15pm - 3:15pm (EST)	Industry speaker Streamed Rita Ferro-Disney 2:15pm – 3:15pm (EST)
Q&A 3:15pm – 3:30pm (EST)	Q&A 3:15pm – 3:30pm (EST)	Q&A 3:15pm – 3:30pm (EST)	Q&A 3:15pm – 3:30pm (EST)
Industry speaker VaynerX 3:35pm - 4:35pm (EST)	Industry speaker Mattel 3:35pm – 4:35pm (EST)	Industry speaker TikTok 3:35pm - 4:35pm (EST)	Diversity & Inclusion Panel discussion Singleton Beato-IPG Entry-level panel 3:35pm - 4:35pm (EST) 4:35pm – 4:50pm (EST) Q &A
Q&A 4:35pm - 4:50pm (EST)	Q&A 4:35pm - 4:50pm (EST)	Q&A 4:35pm - 4:50pm (EST)	
Speed networking 4:50pm - 5:30 pm (EST)	Meet the ASQ editor & authors 4:50pm - 5:30pm (EST)	Moderated breakout session 4:50pm - 5:30pm (EST)	Wrap up w/ Chris Macdonald-McCann sign off 4:50pm - 5:30pm (EST)