

## **XXIII SIM Conference**

**Università di Bologna – Dipartimento di Scienze Aziendali  
Campus di Rimini  
9 - 11 September 2026**

**Good for business, great for the world:  
engaging actors and communities through marketing**

### **9 September 2026**

13.00 Welcome  
14.30 Plenary session  
16.00 – 16.30 Coffee break  
16.30 – 18.30 Parallel sessions  
18.30 Light aperitivo with poster session

### **10 September 2026**

7.00 – 8.00 Morning walk and yoga morning session  
9.00 – 10.30 Parallel sessions  
10.30 – 11.00 Coffee break  
11.00 – 12.30 Round table  
12.30 – 14.30 Lunch  
14.30 – 15.30 Workshops  
15.30 – 16.30 Parallel sessions  
16.30 – 16.45 Coffee break  
16.45 – 18.30 Parallel sessions  
20.30 Gala Dinner and beach party - Grand Hotel Rimini

### **11 September 2026**

7.00 – 8.00 Morning walk and yoga morning session  
9.00 – 11.00 Parallel sessions  
11.00 – 11.30 Coffee break  
11.30 – 12.30 Talk with editors  
12.30 – 13.30 Closing session and awards  
13.30 Light lunch