

2017 TCR Preconference Workshop Schedule

Time	Title	Presenter(s)	Description
10:00am to 10:15 am	Introduction to Transformative Consumer Research	Brennan Davis	Lay out core shared principles
10:15am to 11:15 am	Relational Engagement: A Conceptual Framework for Increasing Knowledge Dissemination and Impact	Julie Ozanne and Benet DeBerry-Spence	Share a conceptual framework for thinking about incendiary knowledge that can lead to societal impact
11:15 am to 12:15 pm	Relational Engagement in Action: A Nonprofit Case Study	Laura Peracchio and Staci Croom-Raley	Convey nonprofits' desire for academic partners, with an activity where people develop research ideas
12:15 pm to 1:15pm	Buffet Luncheon		Make new friends!
1:15pm to 2:15 pm	Actionable Insights that Span Research Contexts	Ron Hill and Justine Rapp	Highlight lesson learned that translate broadly, given the range of work conducted across different contexts and groups
2:15 pm to 2:45pm	Cookies and Chatter		Meet new people through a formal exercise
2:45pm to 3:45pm	Scaling up Change: How Research, Teaching, and Service Unite for Change	Madhu Viswanathan and Srini Venugopal	Encourage synergies across different missions that provide career continuity
3:45 pm to 4:00 pm	Postcard to the Future		Set goals in a self-reflection exercise