



FTC Announces Agenda for Economic Conference on Marketing and Consumer Protection

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The Federal Trade Commission's Bureau of Economics has announced the [agenda and panelists](#) for its Economic Conference on Marketing and Consumer Protection in Washington, DC, on September 16, 2016, co-sponsored by the INFORMS Society of Marketing Science.

Ginger Jin, Director of the FTC's Bureau of Economics, will give opening remarks at the event, which will help marketing scholars learn about the FTC's consumer protection work, promote potentially high-impact research in consumer protection and regulation, and introduce FTC economists to some of the cutting-edge research being conducted by marketing scholars.

The conference will run from 8:30 a.m. until 5:30 p.m. in the FTC 5th Floor Conference Room at Constitution Center, 400 7th St., SW, Washington, DC. An optional dinner will follow at 6 p.m. for a \$100 fee. Pre-registration for the conference is necessary. To pre-register, please send your name, affiliation, and whether you intend to attend the dinner, to marketingconf@ftc.gov. To attend the dinner, you must register by September 1.

The agenda, and other detailed information about the conference, can be found on the [event webpage](#).

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