



## **Calendar 2025: *Palliative Marketing Wednesdays***

*Palliative Marketing Wednesdays* are monthly meetings of two hours each, intended only for members of the *International Association of Palliative Marketing*. These moments are designed both to facilitate networking among members and to encourage transdisciplinary dialogue on topics and concepts related to the association, such as: need, authenticity, market, consumer, care, brand, value, target, ...

The content of each meeting is not defined a priori, but rather develops itself based on the dynamics of the dialogue. The aim of the meetings is not to produce notional knowledge or to answer certain questions, but rather to develop reflections and dialogical experiences that aim to problematize issues and promote a different intellectual sensibility.

*Palliative Marketing Wednesdays* are held online. Links to access the online platform will be shared via email a week before the scheduled meetings.

Below is the schedule of meetings from February to July 2025:

- Wednesday, February 5, 2025, from 6 to 8 p.m. (CET)
- Wednesday, March 5, 2025, from 6 to 8 p.m. (CET)
- Wednesday, April 2, 2025, from 6 to 8 p.m. (CET)
- Wednesday, May 7, 2025, from 6 to 8 p.m. (CET)
- Wednesday, June 4, 2025, from 6 to 8 p.m. (CET)
- Wednesday, July 9, 2025, from 6 to 8 p.m. (CET)