

# Pre-/Postconference

## *Proposal Instructions & Organizers' Guide*



**International  
Communication  
Association**

**77<sup>th</sup> Annual ICA Conference**  
Glasgow, Scotland, United Kingdom  
3-7 June 2027

**2027 Conference Theme**  
*Centering The Human: Communication in an Age of Uncertainty*

**2027 Program Chair**  
Karin Wahl-Jorgensen (Cardiff U)

**Submission Period**  
7-28 August 2026

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# Proposal Instructions

## INTRODUCTION

Please fill out the [online form](#) to the best of your ability with the information you have now. Feel free to provide as much detail as needed for each section. Don't be concerned if every detail has not yet been finalized. Keep in mind that while ICA27 may have hybrid capabilities during the bulk of the conference week, hybrid technology will not yet be available on Thursday, as Thursday is the first day we have access to any space at the hotels and is therefore a load-in day.

**Important:** Your pre- or postconference is not accepted until you have received an official letter from ICA headquarters stating acceptance, even if you have had a positive conversation with a supportive Division/IG chair or your conference is the "official" preconference of your Div/IG. Under no circumstances should one promote a pre or postconference to the public before it has been officially accepted via a letter from headquarters.

**Note:** In order for our small number of headquarters staff to provide a high-quality level of support, there is a limit of 30 total accepted preconferences (both on-site and off-site combined), and 10 total accepted postconferences, for a total of 40 events. **Proposers will be asked to designate which category of pre-/postconference they wish to be considered for. Please familiarize yourself with the types below:**

- **10 on-sites:**

- May only be held on Thursday, 3 June.
- ICA provides meeting space in the hotel (or conference venue),
- ICA handles registration via our main conference registration site,
- ICA arranges catering & A/V paid for by organizers (ICA collects the registration fees and sponsorships, and pays expenses out of those fees + sponsorships).
- All full day onsites are REQUIRED to provide their attendees with an AM and PM break and a lunch paid for out of their budget. If you do not wish to do this, do not apply for an onsite preconference.
- All half day onsites are REQUIRED to provide either an AM or PM food break paid for out of their budget. If you do not wish to do this, do not apply for an onsite preconference.

*If your proposal is not accepted as an on-site event due to lack of space, it may still be accepted in another category. Please state if you are not willing to be considered for an offsite slot.*

- **10 supported off-sites:**

- ICA collects registration
- ICA allows use of the ICA logo and will promote your event in the program and on social media/the website,
- organizers handle their own logistics at a location outside the hotel/conference venue (but ICA can pay directly—or reimburse—for space deposits/catering from the monies collected from registration/sponsorships if needed).

- **10 independent off-sites:**

- ICA provides use of the ICA logo and will promote your event in the program and on social media/the website,
- ICA does not collect your registration fees
- organizers handle their own registration & logistics, including payments to venues, caterers, audiovisual, etc.

Calling your event an ICA pre- or post-conference—even an independent one—without having been designated as such is not allowed.

- 10 postconferences:**

These are all held off-site on Tuesday or later and follow the “independent offsite” model. ICA staff are not available after Monday at 5:00 p.m. as they are on their way home.

|                                         | Location    | Registration & Attendee List handled by ICA | Catering & A/V Orders handled by ICA | Full Day Confs Have 2 Breaks & 1 Lunch | Expenses Processed By                    | Logo Use Approved | Promoted by Headquarters | Logistics Support from Headquarters |
|-----------------------------------------|-------------|---------------------------------------------|--------------------------------------|----------------------------------------|------------------------------------------|-------------------|--------------------------|-------------------------------------|
| <b>PRE: ON-SITE</b>                     | ICA's VENUE | ✓                                           | ✓<br>REQUIRED                        | ✓<br>REQUIRED                          | ICA, paid from your reg fees/ sponsors   | ✓                 | ✓                        | ✓                                   |
| <b>PRE: SUPPORTED OFF-SITE</b>          | OFF-SITE    | ✓<br>IF YOU WISH                            | ⊘                                    | ⊘                                      | you or ICA, paid from reg fees/ sponsors | ✓                 | ✓                        | ⊘                                   |
| <b>PRE OR POST: INDEPENDENT OFFSITE</b> | OFF-SITE    | ⊘                                           | ⊘                                    | ⊘                                      | you, paid from your reg fees/ sponsors   | ✓                 | ✓                        | ⊘                                   |

## Deadline

**Proposals are due Friday, 28 August @ noon (EDT).**

## Conference Staff

|                                                                                                                                                                                                 |                     |                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Paper submissions, pre/postconferences and Div/IG budgets                                                                                                                                       | <b>Jennifer Le</b>  | <a href="mailto:jle@icahdq.org">jle@icahdq.org</a> ,<br><a href="mailto:conference@icahdq.org">conference@icahdq.org</a>       |
| Paper submissions, exhibit hall, awards, and ICA Conference sponsorships                                                                                                                        | <b>Katie Wolfe</b>  | <a href="mailto:kwolfe@icahdq.org">kwolfe@icahdq.org</a> ,<br><a href="mailto:conference@icahdq.org">conference@icahdq.org</a> |
| Special permissions/requests, scheduling concerns/requests, satellite events, plenaries & keynotes, hotel issues, advice on what night is best to do X event, allocations, and room assignments | <b>Laura Sawyer</b> | <a href="mailto:lsawyer@icahdq.org">lsawyer@icahdq.org</a>                                                                     |

|                                                                                                |                             |                                                                |
|------------------------------------------------------------------------------------------------|-----------------------------|----------------------------------------------------------------|
| Audiovisual (A/V) needs, catering needs, accessibility requests, regional hubs, and receptions | <b>Christopher Rochette</b> | <a href="mailto:crochette@icahdq.org">crochette@icahdq.org</a> |
|------------------------------------------------------------------------------------------------|-----------------------------|----------------------------------------------------------------|

## How to Fill Out the Proposal Form

### FORMAT

Indicate whether your proposal is for a pre- or postconference and whether it is for one or two days, a full-day, or a half-day.

- Full-day events typically run from 8:00 a.m. - 5:00 p.m. and, if on-site, **require** two breaks and a lunch. If you want to opt out of this, you may not hold your event onsite.
- Half-day events are no longer than five hours. On-site half-day events are required to have only one break, with lunch optional, and only get one assigned room. Typically, the time slots for half-day events are 8:30 a.m. - noon and 1:00 p.m. to 5:00 p.m. ICA staff may ask you to switch from AM to PM or vice versa to accommodate scheduling issues so that an AM and PM event may share a room.
- Regardless of length, all preconferences must end in time for attendees to make it to the convention center for the 6 p.m. opening plenary.

If you choose to have a **fully remote** pre- or postconference:

Submit this as an offsite event. You will be required to use your own virtual provider/video conferencing system, such as Zoom. We recommend that you use a Webinar format and do not publish your link publicly to avoid the risk of Zoom-bombing (uninvited participants who disrupt the session). Because you won't have A/V or catering charges, charging a registration fee is optional. Whether or not you are charging a fee, you do have the option of having ICA collect your fees/registration list or collecting them yourself (choose supported or independent depending on your preference).

### TITLE

The submission management system limits titles to 15 words, so please keep this in mind when creating your title. If your title is too long, you will risk it being truncated by the system. You can edit your title after acceptance if needed.

### DATE & TIME

All preconferences should be held either on Wednesday, 2 June and/or Thursday, 3 June.

- If you are offsite on Thursday, please schedule accordingly to have all your attendees back to the main conference venue by 5:00 p.m. so that everyone may attend the opening plenary at 6 p.m. If you are off-site, consider travel time. Onsite preconferences should end no later than 5 p.m.
- Please note that preconferences held on Wednesday can not be held on-site as ICA does not have contracted space on Wednesday (there is a conference before ours).

Postconferences can be held on Tuesday, 8 June, and/or Wednesday, 9 June. These are not held onsite as we do not have space contracted at the venue after the conference concludes on

Monday afternoon. Postconferences can be at other venues in Glasgow or, with proper travel time factored in, can sometimes be held in various areas nearby or even in other countries.

## LOCATION/VENUE

We will need to know the number of rooms you require, including breakouts. We are extremely limited on space, so please do not request more rooms than you need, as it lessens your chance of being approved as an onsite event. Your session room counts as one room, so every proposal will ask for at least one room. If you just want more space to have your meals, you do not need to add another room, as we will ensure there is space for your attendees to eat lunch. If you would like to have a breakout, but it's not absolutely necessary, put two in the # of rooms field, but please mention your flexibility on the matter in the comments field. Likewise, if you must have two rooms for your format to work, please state what format the second room should have (banquet tables? does it need A/V? etc).

## ON-SITE PRECONFERENCES

**Do not attempt to contact the hotels to reserve a room for a preconference, postconference, or any other event.** Participants and organizers are not permitted to reserve a meeting room directly with the hotel and/or convention center, and they will merely tell you to contact us. **ICA has all rooms at both venues contracted exclusively and under the control of ICA headquarters; if your preconference is accepted as an on-site event you will be assigned a room(s) by ICA.** If you are accepted as an onsite preconference, the room we assign you is **FREE OF CHARGE**, so room rental does not have to be factored into your budget. The other requirements (catering, A/V) are included on the proposal form so there is no need to contact the hotel for anything. Catering and A/V have standard rates charged per room for each preconference and, for onsite events, will be arranged by ICA as part of your "package."

## POSTCONFERENCES

If you are proposing a postconference, it *must* be off site, as we do not have space onsite once the conference concludes on Monday afternoon. Please let us know the exact location for your offsite event, including the room number, so that attendees can find your event. Of course, in the early stages, you may not know this yet and that is fine - we will need this eventually for the program.

If you would like to have your pre-/postconference off site but need assistance to find a location, we will connect you with the local host(s). Just let us know.

## \*TRANSPORTATION (if off-site)

How do you plan for attendees to get to and from the conference hotels to the off-site location (i.e. shuttle buses, public transportation, personal travel, walk, etc.)? If you are providing transportation, be sure to include the cost in your budget below. Always remember to communicate this (or the lack of it) directly to your attendees.

## DIVISION/INTEREST GROUP AFFILIATIONS, IF ANY

**It is not necessary to be affiliated with a Division/Interest Group (DIG)**, but if you are, please let us know. Please list no more than TWO DIGs you'd like to affiliate your proposal with (this is typically based on your target audience). We highly recommend that you obtain permission from any DIG with which you wish to claim affiliation by having a conversation with those DIGs' Chairs/Planners BEFORE the end of the submission window. They will, in turn, be expected to contact Laura Sawyer at ICA headquarters directly to express their DIG's support, which will be noted on your application. Please note that chairs of DIGs have been cautioned to be judicious with approving affiliations and to only accept those they can realistically support with attendees.

## ORGANIZERS

Please include contact information and identify the primary contact for correspondence regarding your pre/postconference from ICA with an asterisk. Include the email address for the one primary contact first. Obligatory note based on past experience: Please do *not* give us *only* the contact information for someone who will be on sabbatical and unreachable for several months while we are trying to finalize the conference; pick someone else. If we can't reach anyone to finalize plans, your conference may be canceled. The contact email must be for an actual human person, not an anonymous group email such as "ICA27preconferenceproposal@gmail.com."

## ESTIMATED ATTENDANCE

### Minimum

This is the number of paying attendees that must attend for you to financially be able to run the preconference (and pay for the space, etc). Please refer to the break-even formula in the yellow box below. For onsite conferences, this cost will include catering and A/V expenses given to you by ICA. For offsites, it may also include room rental and transportation.

### Maximum

Some preconferences are workshops with hands-on work and have very low maximums, others can take as many as will fit in the room. If the proposal is accepted, we'll need to know this number for room assignments on site. If off-site, you can ask the facility you've chosen for the maximum number the room will hold. If onsite, we will try to assign you a space that conforms as closely as possible to your maximum; but there may be limits. Be realistic as well; no one wants to have a 20-person preconference in a cavernous 200-person room.

## BUDGET/EXPENSES

Even when the conference takes place outside the US, all financial indications should use USD\$ as currency, as the ICA budget and registration fees are calculated in US currency. The estimates for the budget are subject to change depending on location.

## Offsite

Expenses will vary. Note that catering may be less costly outside of the hotel/convention center, but you will likely be paying for your meeting space (which is not required for onsite events).

## Onsite

- Full-day onsite preconferences are required to have two breaks (AM & PM). Each break is estimated to be ~USD\$25\* per person, so for a full-day, breaks would cost ~USD\$50\* per person. On-site full-day preconferences are also required to provide lunch for each attendee and speaker; lunch is ~USD\$40\* per person. **If you don't want to provide and pay for lunch and two breaks for a full-day preconference, you cannot hold your preconference onsite and should instead apply for a supported offsite or independent offsite conference. All onsite preconferences are treated equally as a group; this requirement is not negotiable.**
- For half-day onsite preconferences, only one break is required (~USD\$25\* per person). Half-days are not required to provide lunch.
- A full A/V package will be provided in each room for ~USD\$2,200. This will include a projector and screen, cables to connect the speakers' laptops to the visual and audio equipment, sound system, podium and table mics for the speaker table, mic for audience questions/answers, and a floating technician. If you require more equipment than this standard set-up, discuss this with Jennifer Le once accepted.
- There will be a 10% processing fee on registrations handled by ICA (so, for onsite and supported offsite) to compensate for the cost of ICA administrative labor.

## Break-Even Formula

**When determining the number of attendees needed to break even, you can use:**

Total fixed costs divided by (registration fee – variable costs)

**When determining a registration fee based on the total # of attendees, you can use:**

(Total fixed costs + variable costs per attendee) divided by # of attendees

**IMPORTANT!** Be sure to include **yourself and the speakers/faculty** in your food & beverage totals, *especially* if you aren't requiring them to pay registration. ***The most common problem we encounter onsite is organizers panicking that they don't have enough meals because they forgot to include speakers and organizers in their catering counts!***

Please refer to the break-even formula and budget appropriately to make sure you can financially run your proposed preconference. The dietary needs of your attendees (allergies, gluten sensitivities, etc.) will be needed at a later date so you will want to plan to collect those from your attendees in early April. We always ask venues to label everything for allergens and dietary needs, but please keep in mind that our choices regarding vegan, vegetarian, dairy-free options etc are limited by the menu provided by the venue.

\* The budgetary price is subject to change depending on venue/location.



## REGISTRATION FEE

The registration fee you collect from each attendee will make up most of the budget for the preconference; if you want to keep the registration price lower, then you might want to consider soliciting **sponsorships** (see above break-even formula). If you have enough sponsorships, or your preconference is entirely virtual, it is perfectly fine for you to choose not to collect a fee at all (you should still require people to register in advance so you have a head count for food and beverage and seating).

## SPONSORS & THEIR CONTRIBUTION AMOUNTS, IF ANY (OPTIONAL)

Any registration prices USD\$50 and lower, in the past, most certainly have required sponsors. Please refer to the break-even formula.

## DESCRIPTION & OBJECTIVE

Any description you provide during the proposal process can be expanded later once accepted. Nothing submitted at this point will end up in the program (if you are accepted, it will be your job to enter your accepted event into the ScholarOne system before 3 November).

## HOW TO PARTICIPATE

If your pre-/postconference will have a call for papers, please send that as soon as you have it ready. If your pre-/postconference has any other prerequisites (students only, invitation-only, etc.) that must be submitted prior to registration, please note that. If your pre-/postconference is invite-only, a code will be provided by ICA for you to give only to those who are invited, for them to input during online registration.

## OTHER

This is where you can enter any other information you think would be helpful for the president-elect and headquarters to know when reviewing your proposal.

## CANCELLATION

**Preconferences' competition for audiences is fierce.** If your pre-/postconference does not have enough registrations to break even financially (including sponsorships) by 27 March, ICA reserves the right to cancel the event. ICA will send out a reminder email a week prior to the deadline to give you a "last chance" to drum up registrants before this action is taken. Anyone who has registered will be refunded.

## LINK TO SUBMIT

<https://www.ica hdq.org/page/ICA27-PREPOSTFORM>.

## Notifications

**9 SEPTEMBER:** Acceptance/rejection letters go out for pre- and postconference proposals.

— END OF PROPOSAL FORM INSTRUCTIONS —

***Please only continue to the next section if your pre-/postconference has been accepted.***

## Guidelines for Organizing your Accepted Pre- or Postconference

Congratulations! If you are reading this, it is (likely) because your pre-/postconference has been accepted for presentation at the Annual ICA Conference (see your acceptance email for any caveats specific to your event). Please refer to the continued guide below and the instructions from the first section of this guide when you have any questions about organizing your pre-/postconference, PRIOR to contacting headquarters. We recommend saving this document on your computer as well, so that you can do a "Control F" to find the keyword pertaining to your question.

### SUBMISSION MANAGEMENT WEBSITE

After receiving acceptance notification, enter your accepted pre-/postconference to the ScholarOne [submission management system](#).

1. Log into ICA's [submission management system](#). You can find the site by:
  - a. going to the [ICA website](#)
  - b. clicking "Conferences" tab
  - c. "77<sup>th</sup> Annual Conference," subtab
  - d. and then "Submission Management System"
2. Select the **Session Proposal** tab in the navigation menu
3. Click the **Create New Proposal** link under the text "View Panel Session Proposals" to the left corner
4. Fill in the details of your pre-/postconference appropriately.
5. For Step 1: Content
  - a. For Session Type, select **Pre/postconference**
  - b. For Category, select **Pre/postconference**
  - c. For the title, please append either PRECONFERENCE: [your title] or POSTCONFERENCE: [your title] to the beginning.
6. For Step 3: Link Submissions, here you will enter any accepted abstracts/papers (optional). You will have to input these yourself as, unlike sessions within the main conference, they were not submitted via ScholarOne. It is not required that you include all individual papers or talks within your preconference, you may choose to only input the general event information.
7. The submission website closes 3 November, so please be sure to enter any necessary information regarding your pre-/postconference that would need to be included in the print program before then. You can submit and re-edit your submission at any time before the deadline.

### SPONSORSHIP

*This section may not apply to you if you do not require a registration fee this year.*

To keep attendee registration fees low, many organizers seek sponsorships to subsidize costs. Please refer to the break-even formula in the proposal form instructions above. To collect sponsorship money, please [fill out this invoice request form](#), and communicate to Jennifer a list of your sponsors so that ICA can keep track of your sponsors. All sponsorship money should be confirmed and collected by the start of the conference. If any pre-/postconferences have leftover money after the conference and expenses have

been paid, organizers can do what they wish with the surplus (many donate it to the division/interest group affiliated with the event).

## Using Collected Fees

Please be aware that the primary objective of all ICA headquarters staff is to ensure the success of the main conference. For independent offsite events, ICA asks organizers to pay with their own (or university's) credit card for purchasing supplies, and submit the receipts to ICA for reimbursement from the collected registration fees. For supported offsite events' venue payments or catering, ICA will pay the vendor directly and deduct the amount from your collected fees. Please forward invoices to [Jennifer Le](#) for payment.

## REGISTRATION/HOW TO PARTICIPATE

If your pre-/postconference will have a call for papers, please send that as soon as you have it ready to be promoted on the ICA website. We populate these on the site *as they come in*. If your pre-/postconference has any other prerequisites that must be submitted prior to registration, we will need to know this by 4 December. For example, is your event open to only students? Is it by invitation only, etc.? If your preconference is invitation-only, ICA will provide you the link so you can distribute it privately. Alternatively, organizers can create their own registration platforms.

**Please note, you do not have to be an ICA member, nor do you need to register for the main conference, to attend a pre-/postconference.**

Attendees will need to create an ICA profile to register. If you have designated a separate price for students who attend your preconference, the system will only recognize that discounted price for those who are current ICA Members under the student membership type.

ICA will close your pre-/postconference registration on 6 May or when you reach your maximum attendee count, whichever comes first. Please contact ICA if you'd like to have your pre-/postconference registration closed at an earlier time. We will send a monthly roster update of your registrants.

## FREQUENTLY ASKED QUESTIONS

### **Can we livestream our pre-/postconference?**

If you want to livestream your event out to a remote audience (and/or bring in remote presenters), that's up to you as the organizer, but the additional cost of the A/V equipment needed for this would be charged to your preconference, not covered by the ~US\$2,200\* A/V package provided by ICA. For on-site preconferences in Glasgow, this is unlikely to be available, as we don't get our meeting space until Thursday morning, so Thursday is our setup day (meaning there's no time to set up hybrid equipment beforehand).

### **Do our pre-/postconference attendees have to register for the main conference to attend our pre-/postconference?**

No, the main conference registration is a separate registration product from your individual

\* The budgetary price is subject to change depending on venue/location.

pre-/postconference registration. If an attendee only wants to attend your event, they will only need to register for your event. But they will not have a main conference badge or access to the conference app.

#### **Can ICA headquarters provide our attendees with visa letters?**

**No**, invitation letters will only be issued to registered attendees or accepted presenters **for the main conference**. We are unable to process requests for letters for attendees of pre- and postconferences. Organizers are responsible for providing visa letters for their attendees. We are happy to provide organizers with a template you can use to create your own visa letter to give to your attendees. If you have any other questions about this, please email Katie Wolfe, [kwolfe@icahdq.org](mailto:kwolfe@icahdq.org).

## Overall Timeline

Unless otherwise noted, all deadlines below are **noon** EDT/EST (aka ICAHT/ICA HEADQUARTERS TIME). We have found that it is much more helpful to have deadlines occur during the middle of ICA's workday, so that we can assist you if something goes wrong at the last minute.

- ☐ **28 August:** Deadline for all pre-/postconference proposals should be submitted via the [online form](#). Proposals sent via email are not considered submitted and will not be eligible for approval.
- ☐ **1 September:** System opens for paper submissions and session proposals.
- ☐ **8 September:** Acceptance/rejection letters go out for pre- and post-conference proposals.
- ☐ **1 October:** Please send your call for papers to be publicized on the ICA website by this date
- ☐ **2 November at Noon EST:** Deadline for entering your pre-/postconference details into ScholarOne submission management system.
- ☐ **13 January:** Notification day for the main conference. Registrations open for both the main conference and pre-/postconferences.
- ☐ **19 February:** Conference schedule is released to the public. Program with times is posted on the ICA website.
- ☐ **26 March:** Pre-/postconferences with low registration numbers are cut if they have not met their break-even minimum (several warnings are sent to encourage self-marketing before this happens).
- ☐ **9 April:** Deadline for program edits.
- ☐ **6 May:** Registration closes for pre-/postconferences.
- ☐ **3-7 June: 77<sup>th</sup> Annual ICA Conference!**