

# IRMACON Format

## Conference Venue

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- Grey Eagles Resort and Conference Centre, Calgary, Alberta Canada

## Conference Program Day 1, September 24, 2025

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- Arrival date
- Optional group activity to be announced (sponsors welcome!)
- Welcome reception, evening

## Conference Program Day 2, September 25, 2025

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- Breakfast networking
- Trade show set up (in lobby/break area for all attendees)
- Morning keynote stream for all attendees
- Lunch and coffee breaks
- Breakout sessions through the afternoon in four focus streams (publishing, editorial, design, digital/audience development)
- IRMA Members: IRMA Connect dinners across Calgary (sponsors welcome!)
- AMPA Members: Alberta Magazine Awards Gala

## Conference Program Day 3, September 26, 2025

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- Breakfast networking
- Trade show continues (in lobby/break area for all attendees)
- Morning roundtable stream for all attendees
- Lunch and coffee breaks
- IRMA Roundtables continue through the afternoon
- IRMA Members: IRMA Awards Gala
- AMPA Members: conference program ends at 12:00pm

## September 27, 2025

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- Departure date (no programming)

*The AMC/IRMACON schedule is currently in development. Some details may be subject to change.*

