2026 Leadership Meeting

SCHEDULE-AT-A-GLANCE

TUESDAY **NOVEMBER 17**

8:00 am–7:00 pm
Badge Collection and Onsite Registration
Phoenix Ballroom Foyer

8:30 am–9:30 am
Board of Directors Breakfast
(by invitation only)
Paradise Valley

8:45 am–9:15 am
Annual Meeting of Members
Encanto A

9:30 am–11:00 am
Behind the Beat: An Exclusive MIM Experience
Offsite

9:30 am–4:00 pm
Board of Directors
(by invitation only)
Paradise Valley

10:00 am–11:30 am
Training Law Students and Young Attorneys on Professional Judgment in an AI World
Presented by the Academic Committee
Phoenix Ballroom E

10:00 am–11:30 am
AI Lab: Practical Prompting, Workflows, and Better Outputs
Presented by the AI and IP Certificate Project Team
Encanto B

10:00 am–12:00 pm
Law Enforcement Training
(by invitation only)
Phoenix Ballroom D

10:30 am–11:30 am
Ceramic Owl Succulent Paint
Cave Creek

12:00 pm–1:00 pm
Board of Directors Luncheon
(by invitation only)
Camelback B

12:00 pm–2:00 pm
Finance for Non-Finance Legal Professionals Certificate Program Workshop (Day 1)
Presented by the Commercialization of IP Committee
Phoenix Ballroom E

1:00 pm–2:00 pm
Let's Resin Epoxy Resin Kit & Molds
Cave Creek

2:00 pm–3:00 pm
Make It. Wear It. Own It. - Customize & Connect
Cave Creek

2:30 pm–4:00 pm
From Technician to Trusted Advisor: How to Transform from IP Expert to Strategic Partner
Presented by the Professional Development Committee
Phoenix Ballroom E

3:30 pm–4:30 pm
First-Timers Social Hour
Cave Creek

4:30 pm–6:00 pm
Welcome and Awards Ceremony
Phoenix Ballroom C

6:00 pm–8:00 pm
Welcome and Awards Reception
Valley of the Sun Ballroom

WEDNESDAY **NOVEMBER 18**

7:30 am–6:30 pm
Badge Collection and Onsite Registration
Phoenix Ballroom Foyer

8:00 am–9:30 am
General Breakfast
Valley of the Sun Ballroom

8:00 am–10:00 am
Finance for Non-Finance Legal Professionals Certificate Program Workshop (Day 2)
Presented by the Commercialization of IP Committee
Estrella

8:30 am–10:00 am
Leadership Lab 1
Laveen B

9:00 am–1:00 pm
Strategic Foresight Workshop for Board Leadership
(by invitation only)
Encanto A

9:30 am–9:55 am
Capsule Keynote | Inside the Mind of a Marketing Executive: Branding, Leadership, and Growth in Professional Sports
Phoenix Ballroom C

10:00 am–11:00 am
General Session 1 | Contracts Rewired: AI Clauses & the New Legal Deal
Phoenix Ballroom C

10:30 am–11:30 am
Phoenix Ready - Survival Kit Station
Cave Creek

11:15 am–11:45 am
Capsule Keynote | Changing the Game: A GC's Perspective on Leadership, Brand, and Business
Phoenix Ballroom C

12:00 pm–1:00 pm
General Session 2 | Influence at a Price: Brand & Sponsor Accountability in Influencer Marketing
Phoenix Ballroom C

12:00 pm–1:30 pm
Leadership Bootcamp | The Human Advantage: Why Emotional Intelligence Matters More Than Ever
Estrella

12:15 pm–1:00 pm
Strategic Foresight Workshop for Board Leadership - Luncheon
(by invitation only)
Maryvale B

1:00 pm–2:00 pm
Desert Polaroid Networking Wall
Cave Creek

1:00 pm–2:30 pm
General Lunch
Valley of the Sun Ballroom

1:00 pm–2:30 pm
The Law Firm of the Future: Insights to Action
Presented by the Law Firm Committee
Phoenix Ballroom E

2:00 pm–3:00 pm
Picture This! — A Story in the Making
Cave Creek

2:30 pm–3:30 pm
General Session 3 | Copyright Case Law Year in Review: What Brand Leaders Need to Know
Phoenix Ballroom C

2:30 pm–4:30 pm
INTA Board Alumni Idea Exchange
(by invitation only)
Encanto A

3:45 pm–4:45 pm
General Session 4 | Enforcement Strategy Today: Designs, Dupes & the Tools That Work
Phoenix Ballroom C

5:00 pm–6:00 pm
Current Board & Board Alumni Reception
(by invitation only)
Phoenix Ballroom D

6:00 pm–7:30 pm
INTA Political Action Committee (PAC) Reception
Paradise Valley

THURSDAY **NOVEMBER 19**

7:00 am–10:00 am
Roots of Change: Grow, Connect & Give Back
Offsite

7:30 am–6:00 pm
Badge Collection and Onsite Registration
Phoenix Ballroom Foyer

8:00 am–9:00 am
2027 President & Counsel Orientation
Arcadia Boardroom

8:00 am–9:30 am
General Breakfast
Valley of the Sun Ballroom

8:30 am–10:00 am
Leadership Lab 2
Laveen B

9:00 am–10:00 am
INTA Political Action Committee (PAC) Capitol Club Breakfast
(by invitation only)
Estrella

9:00 am–10:00 am
Quick Chats, Big Connections
Cave Creek

9:15 am–10:15 am
2027 Officers' Meeting
Arcadia Boardroom

10:00 am–11:00 am
General Session 5 | The Brand Protection Playbook Is Broken: Meta and the Shift from Reactive to Proactive
(Brought to you by Brand Safety Alliance)
Phoenix Ballroom C

11:00 am–12:00 pm
The Phoenix Swag Bar
Cave Creek

11:00 am–12:00 pm
"Where in the World?" Networking Map
Cave Creek

11:15 am–11:45 am
Town Hall with INTA President, Deborah A. Hampton and INTA CEO, Etienne Sanz de Acedo
Phoenix Ballroom C

12:00 pm–1:00 pm
General Session 6 | Managing IP Portfolios in a Volatile Global Environment
Phoenix Ballroom C

12:00 pm–1:30 pm
Leadership Bootcamp | The Human Advantage: Why Emotional Intelligence Matters More Than Ever
Estrella

1:00 pm–2:00 pm
In-House Practitioners Luncheon
(by invitation only)
Encanto A

1:00 pm–2:00 pm
Diamond Art Coaster
Cave Creek

1:00 pm–2:30 pm
General Lunch
Valley of the Sun Ballroom

1:00 pm–2:30 pm
Own the Room: A Toolkit for Women Who Lead
Presented by The Women's LeadershIP Initiative Project Team
Phoenix Ballroom E

1:15 pm–3:15 pm
Orientation for New Members of the Board of Directors
(by invitation only)
Camelback A

2:00 pm–3:00 pm
2027 Annual Meeting Project Team Meeting
Alhambra

2:30 pm–3:30 pm
General Session 7 | M&A and the Economics of IP: What Leaders Need to Know
Phoenix Ballroom C

3:45 pm–4:45 pm
General Session 8 | Patents & Trade Secrets: The Brand Leader's Strategic Edge
Phoenix Ballroom C

5:00 pm–6:30 pm
INTA Foundation – The Brand Frontier Reception
Phoenix Ballroom D

5:30 pm–8:00 pm
Phoenix Indoor Grand Prix
Offsite

5:30 pm–10:00 pm
Hops & Highlights - The Arizona Brew Tour
Offsite

FRIDAY **NOVEMBER 20**

7:30 am–3:30 pm
Badge Collection and Onsite Registration
Phoenix Ballroom Foyer

8:00 am–9:30 am
General Breakfast
Valley of the Sun Ballroom

8:30 am–2:00 pm
Managing Partners Retreat (pre-registration required)
Estrella

9:00 am–10:30 am
Advocacy Group Meeting
Encanto B

9:00 am–10:30 am
Resources Group Meeting
Paradise Valley

10:00 am–11:00 am
General Session 9 | The Business of Sport: IP's Big Swing in the Golf Industry
Phoenix Ballroom C

10:00 am–11:30 am
Connect & Create - Phoenix Edition
Cave Creek

10:45 am–11:30 am
Debrief with Outgoing Board Members
Arcadia Boardroom

11:00 am–2:00 pm
The Scottsdale Grand Tasting Experience
Offsite

11:15 am–11:45 am
Capsule Keynote | A Century of Bear Down: How a Rallying Cry Became Essential to an Enduring Brand
Phoenix Ballroom C

11:45 am–12:45 pm
Global Advisory Council Co-Chairs and Staff Liaisons Meeting
Ahwatukee B

12:00 pm–1:00 pm
General Session 10 | The Well-Being Imperative in the Legal Profession: Leadership Strategies That Work
Phoenix Ballroom C

12:00 pm–1:00 pm
Candle Making
Cave Creek

12:00 pm–1:00 pm
Say It Without Saying It — The Ultimate Guessing Game
Cave Creek

1:00 pm–1:45 pm
Group Officers and Group Coordinators Meeting
Arcadia Boardroom

1:00 pm–2:30 pm
General Lunch
Valley of the Sun Ballroom

2:30 pm–3:30 pm
General Session 11 | China's 2027 Trademark Reset: Brand Strategy, Market Access, and Risk Governance for Global Leaders
Phoenix Ballroom C

3:45 pm–4:45 pm
Closing Cocktails
Valley Overlook

5:00 pm–10:00 pm
Tee Up & Connect - Phoenix Golf Tournament
Offsite