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*Matrix coefficients of unitary representations and projections in  $L^1(G)$ .*

For a locally compact group  $G$ , the Fourier-Stieltjes algebra of  $G$ , denoted by  $B(G)$ , is the set of all the matrix coefficient functions of  $G$  equipped with pointwise algebra operations. In this talk, we study subspaces of  $B(G)$ , called  $A_\pi(G)$ , generated by all the matrix coefficient functions of  $G$  associated with a fixed unitary representation  $\pi$ . In particular, we consider the subspaces  $A_\pi(G)$  for irreducible unitary representations  $\pi$ . We then discuss the construction of projections in  $L^1(G)$  using elements of  $A_\pi(G)$  when  $\pi$  admits a certain admissibility condition.