FROM WED. 15th TO SUN. 19th MAY, 2019

EASM
SUMMER SCHOOL

International Sport Marketing: Strategies and Innovative Concepts

10th EASM Summer School
MADRID KICKOFF

Visit us on:
http://eventsgb.com/easm_summer_school

Feel free to contact us:
info@eventsgb.com / gerardo@eventsgb.com

Follow us:
https://www.facebook.com/easmsummerschool/

Events GB Calle Pintor Juan Gris, 3 1º B Derecha 28020, Madrid – Spain +34 91 556 38 06 www.eventsgb.com

Academic Host

Universidad Europea
LAUREATE INTERNATIONAL UNIVERSITIES

¡MADRID!

SMAB
SPORT MANAGEMENT ACADEMY BAYREUTH

EVENTS GB

Welcome to the EASM Summer School 2019

"The EASM School is a great opportunity for students and practitioners to enrich their degree with new insights in the field of International Sport Management and Marketing. Participants have the chance to build up their own international network within the sport business and to make new friends from all over the world. With the EASM Summer School 2019 being in Madrid the students will have a wonderful chance to experience a hotspot for Sport Management with two huge football brands in town and a great opportunity to enjoy academic and social highlights."

Prof. Dr. Herbert Woratschek,
Head of the EASM Summer School Committee, Professor at the University of Bayreuth, Germany

EASM
SUMMER SCHOOL

Welcome to Universidad Europea de Madrid

"I'm very proud that the EASM Summer School 2019 will be at the Universidad Europea de Madrid. That's a fantastic opportunity for our Sports Management Degree students for knowing international students who have the same vocation. Our School of Sports Science is the only in Spain which has a Degree in Sports Management and this event is very important for improving our relationship with other Universities and other students in this area. I'm sure that it will be an amazing experience for everyone."

Dr. Francisco López Varas
Dean of the School of Sports Science,
Universidad Europea de Madrid

EASM
SUMMER SCHOOL

Welcome to Universidad Europea de Madrid

"The 10th EASM Summer School is a great opportunity for University students to broaden their knowledge in Sports Event Management as well as to increase their international networking while exploring and enjoying sports events in one of the vibrant cities of Europe, Madrid. I`m enthusiastic to present the 10th edition of EASM Summer School and to provide one more time an unforgettable experience to the participants during their career"

Dr. Gerardo Bielons
Director of Events GB and organizer of the 10th EASM Summer School 2019

EASM
SUMMER SCHOOL

Academic Host

As a leader in the private higher education sector in Spain, Universidad Europea is a highly regarded academic institution committed to innovation, with over 16,000 students. Its mission is to offer its students a holistic education, training leaders and professionals that are equipped to respond to the needs of a global world, adding value to their professions and contributing to social progress through the application of an entrepreneurial spirit and a commitment to ethics.

Universidad Europea
LAUREATE INTERNATIONAL UNIVERSITIES

Realmadrid
Escuela Universitaria Real Madrid
Universidad Europea

EASM
SUMMER SCHOOL

Why be part of the EASM Summer School?

The EASM Summer School is a great opportunity for Bachelor and Master students to enrich their degree with new insights in the field of International Sport Marketing. Participants have the chance to build up their own international network within the sport business and to make new friends from all over the world.

Here are only some of the reasons why you should join in for a summer in Madrid:

- Studying at one of the most prestigious private Universities in Spain.
- Gain insights into up to date sport topics of renowned international lecturers.
- Work in an international environment with students from all over the world.
- Experience from the benefits of a great university campus.
- Get to know everyday life in one of Europe's biggest cities with its vibrant life and culture.
- Meet and exchange experiences with local Spanish students.

EASM
SUMMER SCHOOL

Lectures by

Herbert Woratschek

Professor at the University of Bayreuth

Markus Buser

Research assistent at the University of Bayreuth

Risto Rasku

Senior lecturer at JAMK

University

Carmen Acebes

Sports Marketing Consultant

Guido Schafmeister

Senior lecturer at Sport Management Academy Bayreuth

Eric Schwarz

Senior Lecturer of Sport Management at Victoria University

Pedro Diaz

Senior lecturer at Universidad Europea

Facts and Figures

Idea

• Strong and differentiated service for sport management students.
• Supplementary to existing national sport management programmes.
• Integration in study programmes at hometown universities.
• International perspective and experience.
• Curriculum according to the demand of the labor market.
• Students create their own international network.

Facts & Figures

• Time: 15th – 19th May 2019.
• Place: Campus of Universidad Europea de Madrid, Spain.
• Content: Fascination of International Sport Management: Discover, practice and experience.

Learning Objective

• Getting new insights and expertise in the field of International Sport Marketing. Furthermore, students will be able to apply professional marketing tools in sport organizations.

Credit Points

• According to the Bologna Process.
• Hometown universities decide how many credits are acknowledged in their own programme. EASM suggests calculating 6 credits for the EASM Summer School.

Accreditation

• Courses of EASM Summer School are certified by EASM and the Sport Management Academy of Bayreuth, Germany.
• EASM Board ensures in cooperation with the local organizing university the teaching quality and improves the programme based on regular evaluations.

Teacher Qualification

• Teachers are members of EASM partner universities and hold at least a Master Degree and/or a PhD in their field.
• Pedagogical experience or other qualifications have to be proved.
• Repeated participation is dependent on evaluations.

EASM
SUMMER SCHOOL

The EASM Summer School 2019 includes:

- **Study programme, learning materials and Certificate of Attendance.**
- **Accommodation: 5 nights and breakfast at 3* hotel.**
- **Food & beverages:**
  - 3 lunches and coffee breaks
  - Dinner at Realcafé with an impressive view of the Stadium
  - Typical Spanish Dinner (Tapas)
- **Shuttles:**
  - To Escuela Universitaria Real Madrid
  - Between the Hotel and Universidad Europea
- **Amazing social activities:**
  - Excursion Sport Innovation: Microsoft Global Sports Innovation Center
  - Lecture Club Management and excursion to Santiago Bernabéu and the Real Madrid Museum
  - Tickets for the last match of La Liga: Real Madrid vs. Betis Sevilla at Estadio Santiago Bernabéu
  - Guided visit at Valdebebas (training complex of Real Madrid, date & time TBC)
  - Visit at Wanda Metropolitano Stadium

EASM
SUMMER SCHOOL

Module overview

Title	**International Sport Marketing: Strategies and Innovative Cocepts.**
Responsible Organizer	Gerardo Bielons (Director Events GB)
Learning Outcome	Overview of international sport management in the field of brands, marketing and sport events.
Content	Sport Business Intelligence International Sport Management Leadership in Sport Management Sport Marketing & Consumer Behavior Innovations in Sport Marketing & Sport Management Sponsoring as marketing strategy Consumer relations Sport Sponsorship Modern Sport Marketing
Teaching Methods	Distance learning (for preparation), lectures, group work, student presentations
Student Eligibility	Bachelor student, minimum second year or master student
Teaching Materials	Reading materials to prepare for the course (distance learning), presentations, case studies
Examination	Written exam (1 hour) at the last day of the EASM Summer School
Workload	Preparation 140 h. Lectures 40 h. Total 180 h.
ECTS	6

EASM
SUMMER SCHOOL

Schedule in advance

Time	Wednesday 15th	Thursday, 16th	Friday, 17th	Saturday, 18th	Sunday, 19th	Time
08:00	Individual Arrival	**Breakfast**	**Breakfast**	**Breakfast**	**Breakfast**	08:00
08:15						08:15
08:30		Shuttle to University	Shuttle to University	Shuttle to University	Individual Preparation	08:30
08:45						08:45
09:00		Case Study: "**Actor Engagement in Modern Sport Marketing**" (Buser)	Lecture: "Sport Sponsorship in the Sport Service Ecosystem" (Buser)			09:00
09:15						09:15
09:30						09:30
09:45						09:45
10:00						10:00
10:15						10:15
10:30		Break	Break	Break		10:30
10:45						10:45
11:00		Lecture: "Innovative Sport Marketing Concepts" (Woratschek)	Students Work on Case Study	Lecture: "International eSport Marketing – Meeting the Needs and Wants of Millennials and GenZ" (Schwarz)		11:00
11:15						11:15
11:30						11:30
11:45			Networking Lunch Time			11:45
12:00						12:00
12:15					Final Exam	12:15
12:30		Networking Lunch Time		Networking Lunch Time		12:30
12:45						12:45
13:00	EASM Summer School Welcome Speech (Bielons et al.)		Shuttle to Santiago Bernabeu			13:00
13:15					Free Time	13:15
13:30	EASM Welcome Speech (Ahonen)	Lecture: "Sport Business Intelligence – Data Driven Sport Management" (Rasku)	Tour Santiago Bernabeu	Students Work on Case Study		13:30
13:45						13:45
14:00	Break					14:00
14:15		Break		Break		14:15
14:30	Lecture: "Fascination of International Sport Management: Digital Transformation and Sport Business" (Schafmeister)					14:30
14:45						14:45
15:00						15:00
15:15		Lecture: "Sponsorship as Marketing Strategy: approach and factors to consider" (Acebes)		Case Study Presentation and Evaluation		15:15
15:30						15:30
15:45						15:45
16:00	Break					16:00
16:15						16:15
16:30	Lecture: "Leadership in Sports Management" (Diaz)					16:30
16:45		Break				16:45
17:00						17:00
17:15			Break	Break		17:15
17:30			Students Work on Case Study	Wrap Up and Explanations on Exam (Buser)	Metro to Stadium	17:30
17:45						17:45
18:00	Shuttle to City				Kick off Real Madird vs. Betis Sevilla	18:00
18:15						18:15
18:30	Spanish Dinner & Free Time	Shuttle to City				18:30
18:45				Shuttle to City		18:45
19:00		Free Time				19:00
19:15				Leisure Time Opportunities in Madrid		19:15
19:30						19:30
19:45						19:45
20:00			Free Time		Farewell Dinner of the 10th EASM Summer School	20:00
20:15						20:15
20:30						20:30
20:45						20:45
21:00						21:00
21:15						21:15
21:30						21:30

Wednesday 15th

Events
Arrival at Madrid Adolfo Suárez Barajas International Airport and Check in at 3* Hotel Senator Castellana
Lectures at Escuela Universitaria Real Madrid – Universidad Europea
Typical Spanish Dinner

Realmadrid

Escuela Universitaria Real Madrid
Universidad Europea

EASM
SUMMER SCHOOL

Wednesday 15th

Lectures	
13.00 – 13.15	EASM Summer School Welcome Speech by Gerardo Bielons
13.30 – 13.45	Easm Summer School Welcome Speech by Aila Ahonen
14.30 – 15.45	**Lecture I: Dr. Guido Schafmeister**
16.30 – 17.45	**Lecture II: Dr. Pedro Diaz (TBC)**
18.30 – 21.30	Spanish Dinner & Free Time

EASM
SUMMER SCHOOL

Thursday 16th

Events

Lectures at Universidad Europea

Universidad Europea de Madrid

EASM
SUMMER SCHOOL

Thursday 16th

Lectures	
9.00 – 10.30	**Case Study: Markus Buser**
11.00 –12.30	**Lecture III: Herbert Woratschek**
15.30 – 17.00	**Lecture IV: Risto Rasku**
17.30 – 19.00	**Lecture V: Carmen Acebes**

EASM
SUMMER SCHOOL

Friday 17th

Events
Excursion Sport Innovation: Microsoft Global Sports Innovation Center
Guided visit at Valdebebas (training complex of Real Madrid, date & time TBC)
Lecture Club Management and Excursion to Santiago Bernabéu

Microsoft Global Sports Innovation Center

Guided visit at Valdebebas (training complex of Real Madrid, date & time TBC)

Santiago Bernabéu Stadium

EASM
SUMMER SCHOOL

Friday 17th

Lectures	
9.00 – 10.30	**Lecture VI: Markus Buser**
11.00 –12.00	**Students Work on Case Study**
17.30 – 20.15	**Students Work on Case Study**

EASM
SUMMER SCHOOL

Saturday 18th

Events
Lecture at Universidad Europea
Case Study Poster Presentation - Self Evaluation

Universidad Europea Spaces

EASM
SUMMER SCHOOL

Saturday 18th

Lectures	
9.00- 10.30	**Lecture VII: Eric Schwarz**
11.00-12.30	Students work on case study
15.00 – 17.00	Case Study Presentation and Evaluation
17.15 – 18.30	Wrap Up and Explanations on Exam: Markus Buser

EASM
SUMMER SCHOOL

Sunday 19th

Events
Final Exam
Kick-Off Real Madrid – Betis Sevilla
Farewell Dinner at Realcafé Bernabéu
Visit to Wanda Metropolitano Stadium

Plaza de la Villa

Real Café Bernabéu

Santiago Bernabéu Stadium

Wanda Metropolitano Stadium

EASM
SUMMER SCHOOL

Seats in the stadium

EASM
SUMMER SCHOOL

Monday 20st

Departure

HAVE A SAVE FLIGHT!

Leisure time opportunities: City Center

Gran Via: commonly known as the “Spanish Broadway” is a place where you can find many theatres, cinemas and shops. The most important street in Madrid has an exciting atmosphere 24/7.

Fuencarral Street: Fuencarral, the dividing line between Malasaña and Chueca, is Madrid's hub of modern fashion.

Plaza Mayor: hosts some of greatest bars and restaurants in Madrid. The Plazas vibrant atmosphere and its traditional architecture is a must see! Also you must eat a “bocadillo de calamares” around the square.

El Rastro: is a market held every Sunday in Madrid between 9am and 2pm. A great chance to explore a market from hundreds of different sellers with many Spanish specialties.

La Latina: the lively and colorful area of La Latina is a maze of narrow lanes filled with tapas bars and cantinas, is near to El Rastro.

Leisure time opportunities: City Center

Buen Retiro Park : The “Park of pleasant Retire” of Madrid largest parks and features many different activities. From free concerts on Sundays to multiple exercise groups or rowing a boat on the park lake.

La Puerta de Alcalá: The "Alcalá Gate“several meters away from the main entrance to the Buen Retiro Park**.** The Gate was a real door to enter in the city and was erected as a triumphal arch to celebrate the arrival of the King Charles III in Madrid.

Puerta del Sol square: This is the centre (*Km 0*) of the radial network of Spanish roads. The square also contains the famous clock whose bells mark the traditional eating of the Twelve Grapes and the beginning of a new year.

El Oso y el Madroño: "*The Bear and the Strawberry Tree*") is at Puerta del Sol square and it represents the heraldic symbol of the city.

Leisure time opportunities: Museums

Museo Nacional Del Prado: A chance to see 7,600 paintings and over 1000 sculptures from the likes of Rembrandt, van Rijn and Caravaggio. Free every afternoon from 18 to 20 and always for students under 25.

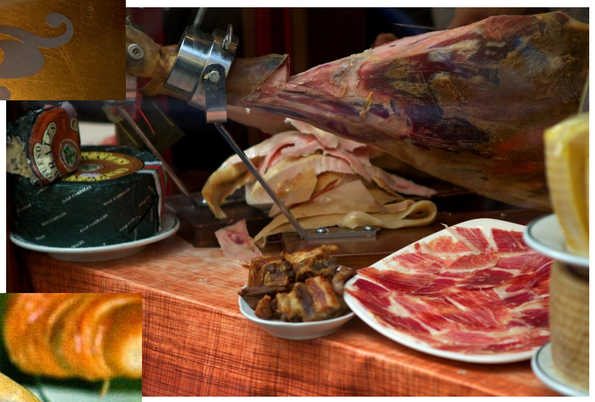
Museo Nacional Centro de Arte Reina Sofía: The National Museum of 20th Century art is named after Queen Sophia and includes excellent collections of Spain's most famous artists including pieces from Pablo Picasso and Salvador Dali. Free every afternoon from 19 to 21 and always for students under 25.

Museo de Historia de Madrid: Housed in one of Madrid's impressive Baroque buildings, formerly the San Fernando Hospice, the History Museum offers an overview of the arts, industries, lifestyles and customs of *Madrileños* from 1561, the year when Madrid was established as the Spanish capital, to the present. Free entrance.

Leisure time opportunities: Food

Churros con chocolate: the plain Spanish versions aren't covered in sugar or filled with cream but they do come in several shapes and sizes. The hot chocolate is thick and resembles more of a pudding that can be eaten with a spoon. It is also recommended to drink it once you've dipped and eaten all of your churros. Here you can find where to eat them.

Jamón Serrano: Since antiquity Spaniards have produced dry-cured hams. You can eat it alone, with tomato and a toast with melon (typical dish), with eggs and fries…



Bocadillo de Calamares consists of a fresh bread roll filled with squid rings that have been coated in flour and deep-fried in olive oil. Madrileños usually wash down their *bocadillo de calamares* with a small beer. Here you can find where to eat it.

Cocido Madrileño: is a traditional chickpea based stew from Madrid. A substantial dish prepared with meat and vegetables, it is most popular during the winter. It was created during the Middle Ages as an evolution of the Sephardic dish adafina.

Upcoming Events

WASM Santiago de Chile, 16 – 19 October 2019

EASM Seville, 3 – 6 September 2019

Some of our Conferences, Congresses and Events

V ALGEDE Congress 2017
Buenos Aires

A GB EVENTS event

III Madrid Weekender 2016

Madrid 2015 AIESEP

WASM
Inaugural Conference Madrid 2014

19th EASM Conference Madrid 2011

Students Fees

795€

Payment has to be done to GB Creation & Advice Consulting 2000 S.L.
Sending fees should be paid by the sender (OUR payment options)

Issuing Bank:

- LA CAIXA

  Address: Capitán Haya, 44 Madrid - Spain
  BIC/SWIFT: CAIXESBBXXX
  I.B.A.N: ES13 2100 4770 1902 0019 2400
  Beneficiary: GB Creation & Advice Consulting 2000 S.L.

Academic Host

Universidad Europea