



SUMMER SCHOOL

SCHEDULE IN ADVANCE 11th EASM SUMMER SCHOOL 2021

Time	May 12th		May 13th	May 14th
14:00	Welcome Speeches	Gerardo Bielons	Microsoft Global Sport Innovation Center	Keynote Speaker 7
14:15		Herbert Woratschek		
14:30		Events GB		
14:45	Get to know each other			Keynote Speaker 8
15:00	Coffee break		Coffee break	Coffee break
15:15	Keynote Speaker 1		Keynote Speaker 4	Keynote Speaker 9
15:30	Coffee break		Coffee break	Coffee break
15:45	Keynote Speaker 2		Keynote Speaker 5	Keynote Speaker 10
16:00	Coffee break		Coffee break	Coffee break
16:15	Coffee break		Coffee break	Coffee break
16:30	Business meets Science Chat: Value Creation in Sports		Business meets Science Chat: Value Co-Creation in Sports	Business meets Science Chat: Sponsoring in a Changing Society
16:45	Coffee break		Coffee break	Coffee break
17:00	Coffee break		Coffee break	Coffee break
17:30	Coffee break		Coffee break	Coffee break
17:45	Coffee break		Coffee break	Coffee break
18:00	Coffee break		Coffee break	Coffee break
18:15	Coffee break		Coffee break	Coffee break
18:30	Coffee break		Coffee break	Coffee break
18:45	Coffee break		Coffee break	Coffee break
19:00	Gamified Madrid Tour		Keynote Speaker 6	To be confirmed
19:15				
19:30				