



## SCHEDULE IN ADVANCE 11th EASM SUMMER SCHOOL 2021

Time	May 12th	May 13th	May 14th	
14:00-14:10	Welcome Speeches	Virtual Tour: Microsoft Global Sport Innovation Center Sofiya Goncharova (Head of Communication and Public Affairs)	Weak signals – how to foresee the future?  Kari Puronaho	
14:10-14:15				Gerardo Bielons
14:15-14:30			EASM Board representative	Does the Live Sports Experience Matter Anymore?  David Ridpath
14:30-14:45			Sport Management Academy Bayreuth	
14:45-15:00	EASM Students representatives	Coffee break	Coffee break	
15:00-15:30	Get to know each other sharing a coffee	Events GB		
15:30-16:00	The Logic of Sport Products  Guido Schafmeister	Logic of Value Co-Creation  Herbert Woratschek	Focus: Sponsoring - Sponsees Perspective  Dr. Markus Buser	
16:00-16:30	Coffee break	Coffee break	Coffee break	
16:30-17:00	Resons for a New Logic  Herbert Woratschek	Logic of Value Co-Creation  Herbert Woratschek	Focus: Sponsoring - Sponsors Perspective  Jan Schönberger	
17:00-17:30	Coffee break	Coffee break	Coffee break	
17:30-19:00	Business meets Science Chat: Value Creation in Sports <small>Chair: Guido Schafmeister</small> <small>Speakers: Chris Horbel, Gregor Faßbender-Menzel and Gerco van Dalssen</small>	Business meets Science Chat: Value Co-Creation in Sports <small>Chair: Christian Germelmann</small> <small>Speakers: Ruth Crabtree, Andreas Seiffert and Virginia Herrero</small>	Business meets Science Chat: Sponsoring in a Changing Society <small>Chair: Stefan Walzel</small> <small>Speakers: Bettina Cornwell, Patrick Nally, Diego Sánchez and Herbert Woratschek</small>	
19:00-20:00	Gamification: Cultural and Sport Madrid Tour	Social Meet & Greet	Exam and Farewell	