

12th EASM Summer School Madrid, 11th-15th May 2022 - Final Schedule						
Time	Wednesday 11th	Thursday, 12th	Friday, 13th	Saturday, 14th	Sunday, 15th	Time
8:00 - 8:30	Individual Arrival /           Lunch on your own /           Check-in at Senator Castellana Hotel	Breakfast	Breakfast	Breakfast	Breakfast	8:00 - 8:30
8:30 - 9:00		Metro to Princesa Plaza Hotel	Students work on Case Study	Metro & short walk to NH Ribera del Manzanares Hotel	Short walk to the Exam place (Close to the Hotel)	8:30 - 9:00
9:00 - 9:30		Lecture 3: LaLiga Strategy as a Global Player in the Sports and entertainment Industry José María Gotor (La Liga)		Shuttle to Wanda Metropolitano	Lecture 5: Understanding women as sport fans Larena Hoerber (University of Regina)	Individual preparation
9:30 - 10:00		Break	Territorio Atleti Tour			
10:00 - 10:30				Networking Lunch Time at O'Rosal Restaurant	Shuttle to Calle Mayor 9 (Sol)	Networking Lunch Time at Madrid Rio
10:30 - 11:00		Shuttle from Senator Castellana to Princesa Plaza Hotel	Lunch at Museo del Jamón			
11:00 - 11:30				Lecture 4: Effective and Sustainable Health Promotion within the health & fitness Industry Alfonso Jiménez (Rey Juan Carlos University, EuropeActive and GoFit)	Case Study: Matthias Anderski (University of Bayreuth)	Madrid de los Austrias Guided Tour
11:30 - 12:00		Welcome to 12th EASM Summer School (Herbert W. & Gerardo B.)	Metro to Microsoft GSIC	Students work on Case Study		
12:00 - 12:30					Lecture 1: Value Co-Creation and Engagement Platforms Herbert Woratschek & Guido Schafmeister (SMAB)	Visit to Microsoft Global Sport Innovation Center Group 1
12:30 - 13:00		Networking Break	Visit to Microsoft Global Sport Innovation Center Group 2	Metro to Senator Castellana Hotel	Metro to Senator Castellana Hotel	
13:00 - 13:30		Lecture 2: Sport and degrowth Risto Rasku (The Hague University)				Metro to Senator Castellana Hotel
13:30 - 14:00			Discover Madrid	Students work on Case Study	Students work on Case Study	
14:00 - 14:30		Official Opening at Irish Rover Bar-Restaurant				Leisure Opportunities
14:30 - 15:00			La Liga Football Match at Wanda Metropolitano Stadium (Atlético de Madrid vs. Sevilla FC)	Shuttle to Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
15:00 - 15:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
15:30 - 16:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
16:00 - 16:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
16:30 - 17:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
17:00 - 17:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
17:30 - 18:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
18:00 - 18:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
18:30 - 19:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
19:00 - 19:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
19:30 - 20:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
20:00 - 20:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
20:30 - 21:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
21:00 - 21:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
21:30 - 22:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	
22:00 - 22:30	Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant				Farewell Dinner at Lola 09 Restaurant
22:30 - 23:00			Leisure Time in Madrid	Farewell Dinner at Lola 09 Restaurant	Farewell Dinner at Lola 09 Restaurant	