

14th EASM SUMMER SCHOOL - GENERAL PROGRAMME

Time	Wednesday 10th	Thursday 11th	Friday 12th	Saturday 13th	Sunday 14th	Time	
07:30 - 08:30	Arrivals & Check-in Hotel Lunch on your own	Breakfast	Breakfast	Breakfast	Breakfast	08:00 - 08:30	
08:30 - 09:00		Walking to NYX Hotel Madrid	Walking to NYX Hotel Madrid	Walking to NYX Hotel Madrid		08:30 - 09:00	
09:00 - 09:30		Ainhoa Cea Head of BMW Events & Sponsorships Spain <i>Beyond sports sponsorship: collaboration between brands</i>	José María Gotor LaLiga <i>LaLiga Strategy as a Global Player in the sports and entertainment industry</i>	Case Study Group Presentations and Evaluation	Final Exam Group 1: 09:00 - 10:00 Group 2: 10:15 - 11:15 Group 3: 11:30 - 12:30	09:00 - 09:30	
09:30 - 10:00						09:30 - 10:00	
10:00 - 10:30			10:00 - 10:30				
10:30 - 11:00			Networking Break	Networking Break		Networking break	10:30 - 11:00
11:00 - 11:30			Robert Kok Fontys Economische Hogeschool Tilburg	Ruth Crabtree Sheffield Hallam University		Case Study Presentation and Evaluation	11:00 - 11:30
11:30 - 12:00			<i>Fan communication in Sports</i>	<i>An International perspective in the art of managing people within sports organizations</i>		Wrap Up and Explanation on Exam	11:30 - 12:00
12:00 - 12:30			12:00 - 12:30				
12:30 - 13:00		12:30 - 13:00					
13:00 - 13:30		Lunch at Casa Carmen	Lunch at Casa Carmen	Lunch at Kilometros de Pizza	Lunch on your own & Leisure time	13:00 - 13:30	
13:30 - 14:00		Walking to NYX Hotel Madrid				13:30 - 14:00	
14:00 - 14:30		Welcoming to 14th EASM Summer School Herbert Woratschek	Larena Hoerber University of Regina	Osmo Laitila Jamk University	Walking to Santiago Bernabéu Stadium	Metro to Sol (Meeting point: Plaza Mayor)	14:00 - 14:30
14:30 - 15:00	Sport Management Academy Bayreuth	<i>Diversity in sport fan performances</i>	<i>Data-driven sponsorships – opportunities to refine fan insights into value in sponsorships</i>	Santiago Bernabéu Stadium Tour	Madrid de los Austrias Guided Tour	14:30 - 15:00	
15:00 - 15:30	<i>Together creates value: Engagement platforms in sport</i>					Shuttle to Microsoft Global Sports Innovation Center	Shuttle to Cívitas Metropolitano
15:30 - 16:00	Networking Break	Guided Visit at the Microsoft Global Sports Innovation Center Group 1: 16:00 - 16:40 Group 2: 16:40 - 17:20 Group 3: 17:20 - 18:00	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Leisure Time	Leisure Time	15:30 - 16:00	
16:00 - 16:30	Francesc Cruces Octagon					Shuttle to Hotel	16:00 - 16:30
16:30 - 17:00	<i>Every sponsorship has a buyer</i>					Students work on Case Study	16:30 - 17:00
17:00 - 17:30	Case Study Presentation Guido Schafmeister	Students work on Case Study	Students work on Case Study	Leisure Time	Leisure Time	17:00 - 17:30	
17:30 - 18:00						17:30 - 18:00	
18:00 - 18:30	Leisure Time	Students work on Case Study	Students work on Case Study	Leisure Time	Leisure Time	18:00 - 18:30	
18:30 - 19:00						18:30 - 19:00	
19:00 - 19:30						19:00 - 19:30	
19:30 - 20:00						19:30 - 20:00	
20:00 - 20:30						20:00 - 20:30	
20:30 - 21:00	Opening at Irish Rover Bar-Restaurant	Leisure Time	Leisure Time	La Liga Football Match at Santiago Bernabéu Stadium (Real Madrid vs Getafe)	Farewell Dinner at Lola 09 Restaurant	20:30 - 21:00	
21:00 - 21:30						21:00 - 21:30	
21:30 - 22:00						21:30 - 22:00	
22:00 - 22:30						22:00 - 22:30	
22:30 - 23:00						22:30 - 23:00	