

15th EASM SUMMER SCHOOL - GENERAL PROGRAMME 2024

Time	Wednesday 15 th	Thursday 16 th	Friday 17 th	Saturday 18 th	Sunday 19 th	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		Keynote Speaker 3	Keynote Speaker 6	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		Keynote Speaker 4	Keynote Speaker 7	Case Study Presentation and Evaluation		11:00 - 11:30	
11:30 - 12:00				11:30 - 12:00			
12:00 - 12:30				Wrap Up and Explanation on Exam	12:00 - 12:30		
12:30 - 13:00		Lunch at Casa Carmen	Lunch at Casa Carmen	Lunch at Kilometros de Pizza	Lunch on your own & Leisure time	12:30 - 13:00	
13:00 - 13:30						13:00 - 13:30	
13:30 - 14:00		Walking to NYX Hotel Madrid				13:30 - 14:00	
14:00 - 14:30		Welcoming to 15 th EASM Summer School	Keynote Speaker 5	Keynote Speaker 8	Walking to Santiago Bernabéu Stadium	Metro to Sol (Meeting point: Plaza Mayor)	14:00 - 14:30
14:30 - 15:00	Keynote Speaker 1	Santiago Bernabéu Stadium Tour			Madrid de los Austrias Guided Tour	14:30 - 15:00	
15:00 - 15:30						15:00 - 15:30	
15:30 - 16:00	Shuttle to Microsoft Global Sports Innovation Center	Shuttle to Cívitas Metropolitano			15:30 - 16:00		
16:00 - 16:30	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	16:00 - 16:30	
16:30 - 17:00	Keynote Speaker 2					La Liga Football Match Atlético de Madrid vs Osasuna *Optional	16:30 - 17:00
17:00 - 17:30					17:00 - 17:30		
17:30 - 18:00	Case Study Presentation Guido Schafmeister						17:30 - 18:00
18:00 - 18:30	Leisure Time	Students work on Case Study	Shuttle to Hotel		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	Opening at Irish Rover Bar-Restaurant	Leisure Time	Leisure Time	Leisure Time		Leisure Time	20:00 - 20:30
20:30 - 21:00							20:30 - 21:00
21:00 - 21:30					21:00 - 21:30		
21:30 - 22:00					21:30 - 22:00		
22:00 - 22:30		Farewell Dinner at Lola 09 Restaurant	Leisure Time	Leisure Time	Leisure Time	Farewell Dinner at Lola 09 Restaurant	22:00 - 22:30
22:30 - 23:00							22:30 - 23:00
23:00 - 23:30							23:00 - 23:30
23:30 - 00:00							23:30 - 00:00