

Time	Wednesday 15th	Thursday 16th	Friday 17th	Saturday 18th	Sunday 19th	Time	
07:30 - 08:30	Arrivals & Check-in at Hotel "Luze Castellana"	Breakfast	Breakfast	Breakfast	Breakfast	08:00 - 08:30	
08:30 - 09:00		Walking to NYX Hotel Madrid	Walking to NYX Hotel Madrid	Walking to Hyatt Regency Hesperia Hotel		08:30 - 09:00	
09:00 - 09:30	Arrivals & Check-In + Accreditation Pick-Up at Hotel "Luze Castellana"	Hector Coronel Madrid City Council	Larena Hoeber University of Regina	Case Study Group Presentations and Evaluation at Hyatt Regency Hesperia Hotel	Final Exam	09:00 - 09:30	
09:30 - 10:00		<i>Development of Sport Events in Madrid</i>	<i>Fostering innovation in sport: Considerations for sport managers</i>			09:30 - 10:00	
10:00 - 10:30		Networking Break	Networking Break	Networking break		10:00 - 10:30	
10:30 - 11:00		Carla Blakey University of Alabama	Jose María Head of Int. Developm. at Business School	Case Study Group Presentations and Evaluation at Hyatt Regency Hesperia Hotel		11:00 - 11:30	
11:00 - 11:30		<i>Sports Marketing: Lessons from Coach Saban's Playbook</i>	<i>LaLiga Strategy as a Global Player in the Sports and entertainment industry</i>	Wrap Up and Explanation on Exam		11:30 - 12:00	
11:30 - 12:00		Lunch on your own - walking to Hotel NYX Madrid	Lunch at Casa Carmen			Lunch at Casa Carmen	Lunch at Kilometros de Pizza
12:00 - 12:30	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)			Lunch on your own & Leisure time	12:30 - 13:00		
12:30 - 13:00					13:00 - 13:30		
13:00 - 13:30	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)					13:30 - 14:00	
13:30 - 14:00	Welcoming Speech	Anton Behrens - <i>Introducing EASM</i>	Shuttle to Cívitas Metropolitano	Walking to Santiago Bernabéu Stadium	Metro to Sol (Meeting point: Plaza Mayor)	14:00 - 14:30	
14:00 - 14:30	Richard Vaughan - Richard Vaughan Group <i>The Power of a Positive Attitude</i>	Herbert Woratschek Sport Management Academy Bayreuth <i>Together creates value: Engagement platforms in sport</i>	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Santiago Bernabéu Stadium Tour	Madrid de los Austrias Guided Tour	14:30 - 15:00	
14:30 - 15:00						Metro to Microsoft Global Sports Innovation Center	15:00 - 15:30
15:00 - 15:30	Robert Kok Hogeschool Fontys	Guided Visit at the Microsoft Global Sports Innovation Center	Shuttle to Hotel	Leisure Time	La Liga Football Match <i>Atlético de Madrid vs Osasuna</i> *OPTIONAL - Date and Time TBC	15:30 - 16:00	
15:30 - 16:00	<i>Fan communication in Sports</i>					16:00 - 16:30	
16:00 - 16:30	Networking Break					16:30 - 17:00	
16:30 - 17:00	Ainhoa Cea Head of BMW Events & Sponsorships Spain	Group 1: 16:00 - 16:40 Group 2: 16:40 - 17:20 Group 3: 17:20 - 18:00	Leisure Time	Leisure Time	Leisure Time	17:00 - 17:30	
17:00 - 17:30	<i>Beyond sports sponsorship: Collaboration between Brands</i>					17:30 - 18:00	
17:30 - 18:00	Guido Schafmeister - SMAB GmbH <i>Case Study Presentation</i>	Students work on Case Study & Leisure Time	Students work on Case Study & Leisure Time	Leisure Time	Leisure Time	18:00 - 18:30	
18:00 - 18:30	Leisure Time					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	Opening at Irish Rover Bar-Restaurant					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	
22:00 - 22:30						22:30 - 23:00	
22:30 - 23:00		Farewell Dinner at Lola 09 Restaurant	23:00 - 23:30				
23:00 - 23:30		23:30 - 00:00					
23:30 - 00:00							