

8th MADRID WEEKENDER - PROGRAMME AT A GLANCE						
TIME	THURSDAY, 2nd	FRIDAY, 3rd	SATURDAY, 4th	SUNDAY, 5th	TIME	
8.00-8.30	Arrivals & Check-in at Hotel Luze Castellana	Breakfast	Breakfast	Breakfast	8.00-8.30	
8.30-9.00					Meeting Point: Plaza Mayor	8.30-9.00
9.00-9.30		Shuttle to Territorio Atleti Tour	Lecture 1: José María Gotor <i>Sportainment</i>	Madrid de los Austrias Guided Tour	9.00-9.30	
9.30-10.00					9.30-10.00	
10.00-10.30		Territorio Atleti Tour	Lecture 2 Víctor Jiménez Díaz <i>Sports and employment: challenges and opportunities in organizational management</i>	Legends Guided Tour	10.00-10.30	
10.30-11.00					10.30-11.00	
11.00-11.30		Shuttle to La Caja Mágica	Lecture 3 Jairo León Quismond <i>Managing Quality: Expectations and Perception in SPORT Services</i>	Legends Guided Tour	11.00-11.30	
11.30-12.00					11.30-12.00	
12.00-12.30		Discover La Caja Mágica ("The Magic Box")	Lecture 4 Ainoha Cea <i>Beyond sports sponsorship: collaboration between brands</i>	Leisure Time & Discover Madrid	12.00-12.30	
12.30-13.00					12.30-13.00	
13.00-13.30			Lunch at Kilómetros de Pizza		13.00-13.30	
13.30-14.00					13.30-14.00	
14.00-14.30			Leisure Time & Discover Madrid		14.00-14.30	
14.30-15.00					14.30-15.00	
15.00-15.30			Mutua Madrid Open Tennis		Leisure Time & Discover Madrid	15.00-15.30
15.30-16.00						15.30-16.00
16.00-16.30			La Liga Football Match Real Madrid vs Cádiz		Leisure Time & Discover Madrid	16.00-16.30
16.30-17.00						16.30-17.00
17.00-17.30		Leisure Time & Discover Madrid	Leisure Time & Discover Madrid	17.00-17.30		
17.30-18.00				17.30-18.00		
18.00-18.30	Leisure Time & Discover Madrid	Leisure Time & Discover Madrid	Tour Santiago Bernabéu	18.00-18.30		
18.30-19.00				18.30-19.00		
19.00-19.30	Opening at Irish Rover Bar-Restaurant	Leisure Time & Discover Madrid	Leisure Time & Discover Madrid	19.00-19.30		
19.30-20.00				19.30-20.00		
20.00-20.30				20.00-20.30		
20.30-21.00	Leisure Time & Discover Madrid	Leisure Time & Discover Madrid	Leisure Time & Discover Madrid	20.30-21.00		
21.00-21.30				21.00-21.30		
21.30-22.00				Farewell Dinner at LOLA 09	21.30-22.00	
22.00-22.30					22.00-22.30	
22.30-23.00	22.30-23.00					