8th MADRID WEEKENDER - PROGRAMME AT A GLANCE

TIME	THURSDAY, 2nd	FRIDAY, 3rd	SATURDAY, 4th	SUNDAY, 5th	MONDAY, 6th	TUESDAY, 7th	WENESDAY, 8th	THURSDAY, 9th	FRIDAY, 10th	TIME
6:00-6:30							Shuttle to Airport Bilbao			6:00-6:30
6:30-7:00							Seurity control in the Airport			6:30-7:00
7:00-7:30										7:00-7:30
7:30-8:00							Flight to Barcelona		Shuttle to Airport Barcerlona	7:30-8:00
8.00-8.30		Breakfast	Breakfast	Breakfast				Breakfast		8.00-8.30
8.30-9.00				Meeting Point: Plaza Mayor						8.30-9.00
9.00-9.30			**Lecture 1**: José María Gotor *Sportaiment*	Madrid de los Austrias Guided Tour		Breakfast				9.00-9.30
9.30-10.00		Shuttle to Territorio Atleti Tour					Shuttle Hotel Hesperia Barcelona			9.30-10.00
10.00-10.30		Territorio Atleti Tour	**Lecture 2** Víctor Jiménez Díaz *Sports and employment: challenges and opportunities in organizational management*			Visit Guggenheim Museum	Check-in Hotel Hesperia Barcelona			10.00-10.30
10.30-11.00				Legends Guided Tour				Barça Stadium Tour		10.30-11.00
11.00-11.30			**Lecture 3** Jairo León Quismond *Managing Quality: Expectations and Perception in SPORT Services*				**2 Sport Business Lectures**			11.00-11.30
11.30-12.00		Shuttle to La Caja Mágica				Tour San Mamés Stadium	Every sponsorhip has a buyer FRANCESC CRUCES			11.30-12.00
12.00-12.30		Discover La Caja Mágica ("The Magic Box")	**Lecture 4** Ainoha Cea *Beyond sports sponsorship: collaboration between brands*				Athletes management from an holistic perspective PABLO GARCÍA MANITZ	Lunch on your own		12.00-12.30
12.30-13.00	Arrivals & Check-in at Hotel Luze Castellana				Shuttle to San Sebastián					12.30-13.00
13.00-13.30			Lunch at Kilómetros de Pizza	Leisure Time & Discover Madrid					Fligh to USA	13.00-13.30
13.30-14.00										13.30-14.00
14.00-14.30					Lunch on your own	Lunch on your own	Lunch by your own			14.00-14.30
14.30-15.00			Leisure Time & Discover Madrid					Bicycle Tour around Barcelona		14.30-15.00
15.00-15.30		Mutua Madrid Open Tennis								15.00-15.30
15.30-16.00					San Sebastián Guided Tour	Tour Bilbao	Visit the Olympic Museum & Olympic Park			15.30-16.00
16.00-16.30			La Liga Football Match Real Madrid vs Cádiz							16.00-16.30
16.30-17.00										16.30-17.00
17.00-17.30					Leisure Time			Leisure Time & Discover Barcelona		17.00-17.30
17.30-18.00										17.30-18.00
18.00-18.30		Leisure Time & Discover Madrid		Tour Santiago Bernabéu	Shuttle to Bilbao	Leisure Time & Discover Bilbao	Leisure Time & Discover Barcelona			18.00-18.30
18.30-19.00			Leisure Time & Discover Madrid							18.30-19.00
19.00-19.30	Opening at Irish Rover Bar-Restaurant									19.00-19.30
19.30-20.00				Leisure Time & Discover Madrid	Check-in Hotel Hesperia Bilbao					19.30-20.00
20.00-20.30										20.00-20.30
20.30-21.00								Farwell Dinner at Brisa Restaurant		20.30-21.00
21.00-21.30	Leisure Time & Discover Madrid			Farewell Dinner at LOLA 09	Leisure Time & Discover Bilbao					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