15th EASM Summer School - General Programme 2024

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	Meeting Point 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 *Development of Sport Events in Madrid*	Jose María Head of Int. Developm. at Business School *Sportaiment*	Case Study Group Presentations and Evaluation		09:00 - 09:30
09:30 - 10:00					Walking to Santiago Bernabéu	09:30 - 10:00
10:00 - 10:30					Santiago Bernabéu Stadium Tour	10:00 - 10:30
10:30 - 11:00		Networking Break	Networking Break	Networking break		10:30 - 11:00
11:00 - 11:30		Carla Blakey University of Alabama *Sports Marketing: Lessons from Coach Saban's Playbook*	Larena Hoeber University of Regina *Fostering innovation in sport: Considerations for sport managers*	Case Study Group Presentations and Evaluation	Metro to Sol (Meeting point: Plaza Mayor)	11:00 - 11:30
11:30 - 12:00						11:30 - 12:00
12:00 - 12:30	Lunch on your own - walking to Hotel NYX Madrid				Madrid de los Austrias Guided Tour	12:00 - 12:30
12:30 - 13:00		Lunch at Casa Carmen	Lunch at Casa Carmen			12:30 - 13:00
13:00 - 13:30				Walking to Kilometros de Pizza	Lunch on your own & Leisure time	13:00 - 13:30
13:30 - 14:00	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)			Lunch at Kilometros de Pizza		13:30 - 14:00
14:00 - 14:30	Welcoming Speech	Anton Behrens - *Introducing EASM*	Shuttle to Cívitas Metropolitano			14:00 - 14:30
14:30 - 15:00	Richard Vaughan - Richard Vaughan Group *The Power of a Positive Attitude*	Herbert Woratschek Sport Management Academy Bayreuth *Engagement platforms in sport*	Territorio Atleti - Cívitas Metropolitano Stadium Tour			14:30 - 15:00
15:00 - 15:30	Robert Kok Hogeschool Fontys *Fan communication in Sports*			Visit to Legends *Suggestions		15:00 - 15:30
15:30 - 16:00		Metro to Microsoft Global Sports Innovation Center				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		Volleyball World Beach Protour Futures 2024 *Suggestions		16:00 - 16:30
16:30 - 17:00	Ainhoa Cea Head of BMW Events & Sponsorships Spain *Beyond sports sponsorship: Collaboration between Brands*		Shuttle to Hotel			16:30 - 17:00
17:00 - 17:30						17:00 - 17:30
17:30 - 18:00	Herbert Woratschek- SMAB GmbH *Case Study Presentation & Final Exam*		Students work on Case Study & Leisure Time	Leisure Time		17:30 - 18:00
18:00 - 18:30	Leisure Time	Students work on Case Study & Leisure Time				18:00 - 18:30
18:30 - 19:00						18:30 - 19:00
19:00 - 19:30					La Liga Football Match Atlético de Madrid vs Osasuna *OPTIONAL	19:00 - 19:30
19:30 - 20:00						19:30 - 20:00
20:00 - 20:30	Opening at Irish Rover Bar-Restaurant					20:00 - 20:30
20:30 - 21:00						20:30 - 21:00
21:00 - 21:30					Take Metro to Alonso Martínez	21:00 - 21:30
21:30 - 22:00						21:30 - 22:00
22:00 - 22:30					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