

16TH EASM SUMMER SCHOOL						
Time	Wednesday 14th	Thursday 15th	Friday 16th	Saturday 17th	Sunday 18th	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"	RUTH CRABTREE - Sheffield University <i>The art of change management' – The Human Side of Sport Management</i>	JOSÉ MARÍA GOTOR - Head of International Development at LALIGA Business School <i>LALIGA as a Global Player</i>	Case Study Group Presentations and Evaluation		Walking to Santiago Bernabéu
09:30 - 10:00					09:30 - 10:00	
10:00 - 10:30		Networking Break	Networking Break	Networking break	Santiago Bernabéu Stadium Tour	10:00 - 10:30
10:30 - 11:00		10:30 - 11:00				
11:00 - 11:30		ROBERT KOK - Fontys University <i>Value Co-Creation Through Fan Communication</i>	HÉCTOR CORONEL - Madrid City Council <i>Development of Sport Event in Madrid</i>	Case Study Group Presentations and Evaluation	Metro to Sol	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	Lunch at Casa Carmen	Lunch at Casa Carmen	Introducing EASM - AILA AHONEN	Madrid de los Austrias Guided Tour
12:30 - 13:00	12:30 - 13:00					
13:00 - 13:30	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)	Walking to NYX Hotel Madrid	Shuttle to Cívitas Metropolitano	Walking to Kilometros de Pizza	Lunch on your own & Leisure time	13:00 - 13:30
13:30 - 14:00				13:30 - 14:00		
14:00 - 14:30	Welcoming Speech	CARLA BLAKEY - University of Alabama <i>Name, Image, and Likeness (NIL): The New Era of Amateurism in the U.S.</i>	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Lunch at Kilometros de Pizza		14:00 - 14:30
14:30 - 15:00	RICHART VAUGHAN - Richard Vaughan Group <i>Entrepreneurship: From a Molecule to an Empire</i>					14:30 - 15:00
15:00 - 15:30	IYÁN IVÁN BARAGAÑO - Universidad Euoepa <i>The Use of Artificial Intelligence in Sports Management: From Predictive Algorithms to Generative AI</i>	Students work on Case Study & Leisure Time	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Shuttle to Padle. Meeting point: Hotel Luze		15:00 - 15:30
15:30 - 16:00	15:30 - 16:00					
16:00 - 16:30	Networking Break	Shuttle to Hotel	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Padle Lessons		16:00 - 16:30
16:30 - 17:00	Javier Escudero - Commercial Director at Atos <i>Major Events : Digital Transformation in a multisport Event</i>					16:30 - 17:00
17:00 - 17:30	Presentation Case Study - HERBERT WORATSCHEK	Students work on Case Study & Leisure Time	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Padle Lessons		17:00 - 17:30
17:30 - 18:00						17:30 - 18:00
18:00 - 18:30	Leisure Time	Students work on Case Study & Leisure Time	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Shuttle Downtown: Plaza de España	18:00 - 18:30	
18:30 - 19:00	18:30 - 19:00					
19:00 - 19:30	Meeting point: Irish Rover	Students work on Case Study & Leisure Time	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Leisure Time	La Liga Football Match Atlético de Madrid vs Real Betis	19:00 - 19:30
19:30 - 20:00					19:30 - 20:00	
20:00 - 20:30	Opening at Irish Rover Bar-Restaurant	Students work on Case Study & Leisure Time	Territorio Atleti - Cívitas Metropolitano Stadium Tour	Leisure Time	Optional activity TBC by April 20th	20:00 - 20:30
20:30 - 21:00					20:30 - 21:00	
21:00 - 21:30					Shuttle to Hotel	21:00 - 21:30
21:30 - 22:00					Leisure Time	21:30 - 22:00
22:00 - 22:30					Farewell Dinner	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					