

9TH MADRID WEEKENDER - PROGRAMME AT A GLANCE

| TIME | THURSDAY, 1ST | FRIDAY, 2ND | SATURDAY, 3rd | SUNDAY, 4th | TIME | | | |
|-------------|---|------------------------------------|--|--|--------------------------------|---|--|--------------------------------|
| 8.00-8.30 | Arrivals & Check-in | Breakfast | Breakfast | Breakfast | 8.00-8.30 | | | |
| 8.30-9.00 | | | Meeting Point: NYX Madrid Hotel | | 8.30-9.00 | | | |
| 9.00-9.30 | | | JOSÉ MARÍA GOTOR - LALIGA: <i>LALIGA as a Global Player</i> | | 9.00-9.30 | | | |
| 9.30-10.00 | Registration at Hotel Luze | Shuttle to La Ciudad de la Raqueta | JAIRO LEÓN-QUISMODO - Universidad Europea How Do International Sporting Events Impact the Economic and Tourism Sectors? Lessons from Mutua Madrid Open and Beyond | | 9.30-10.00 | | | |
| 10.00-10.30 | Welcome by Events GB | | | | Padel Lessons | Networking Break | Shuttle to Atlético del Madrid Stadium | 10.00-10.30 |
| 10.30-10.45 | | Shuttle to La Caja Mágica | MARIA VALENZUELA - International Media Netflix, Disney and Amazon: your new best friends? The growing value of Sport Event-Programming on Platforms. | Territorio Atleti - Riyadh Air Metropolitan Stadium Tour | | 10.30-10.45 | | |
| 10.45-11.00 | | | | | | JAVIER ESCUDERO - ATOS: Digital Transformation in a Multisport Event | 10.45-11.00 | |
| 11.00-11.30 | MUTUA MADRID OPEN Discover La Caja Mágica | Lunch at Padel Club | 15' walk to the restaurant | Leisure Time & Discover Madrid | 11.00-11.15 | | | |
| 11.30-12.00 | | | Shuttle to Hotel Luze Castellana | | Lunch at Kilómetros de Pizza | 11.15-12.00 | | |
| 12.00-12.30 | | | | | | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | 12.00-12.30 |
| 12.30-13.00 | | | Leisure Time & Discover Madrid | | Leisure Time & Discover Madrid | | | 12.30-13.00 |
| 13.00-13.30 | | | | | | | | Leisure Time & Discover Madrid |
| 13.30-14.00 | | | Leisure Time & Discover Madrid | | Leisure Time & Discover Madrid | | | |
| 14.00-14.30 | | | | | | | | Leisure Time & Discover Madrid |
| 14.30-15.00 | | | Leisure Time & Discover Madrid | | Leisure Time & Discover Madrid | | | |
| 15.00-15.30 | | | | | | | | Leisure Time & Discover Madrid |
| 15.30-16.00 | | | Leisure Time & Discover Madrid | | Leisure Time & Discover Madrid | | | |
| 16.00-16.30 | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | | 16.00-16.30 | | | | |
| 16.30-17.00 | | | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | 16.30-17.00 | | | |
| 17.00-17.30 | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | | | 17.00-17.30 | | | |
| 17.30-18.00 | | | Shuttle to Hotel Luze Castellana | Meeting Point: Plaza Mayor | Leisure Time & Discover Madrid | 17.30-18.00 | | |
| 18.00-18.30 | Leisure Time & Discover Madrid | Madrid de los Austrias Tour | 18.00-18.30 | | | | | |
| 18.30-19.00 | | | 18.30-19.00 | | | | | |
| 19.00-19.30 | | | 19.00-19.30 | | | | | |
| 19.30-20.00 | Opening at Irish Rover (Bar restaurant) | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | 19.30-20.00 | | | |
| 20.00-21.00 | | | | | Leisure Time & Discover Madrid | Real Madrid vs Celta De Vigo | Farewell Dinner at LOLA 09 | 20.00-21.00 |
| 21.00-21.30 | | | | | | | | 21.00-21.30 |
| 21.30-22.00 | Leisure Time & Discover Madrid | Leisure Time & Discover Madrid | Real Madrid vs Celta De Vigo | 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 | | | |