

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 Hallam University - <i>The art of change management</i> – <i>The Human Side of Sport Management</i>	José María Gotor - Head of International Development at LALIGA - <i>Business School LALIGA as a Global Player</i>	Case Study Group Presentations and Evaluation		Walking to Santiago Bernabéu	09:00 - 09:30	
09:30 - 10:00					09:30 - 10:00			
10:00 - 10:30		10:00 - 10:30						
10:30 - 11:00		Networking Break	Networking Break	Networking break	Santiago Bernabéu Stadium Tour	10:30 - 11:00		
11:00 - 11:30		11:00 - 11:30						
11:30 - 12:00		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	11:30 - 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 - Aita Ahonen	Madrid de los Austrias Guided Tour	12:00 - 12:30	
12:30 - 13:00	12:30 - 13:00							
13:00 - 13:30	13:00 - 13:30							
13:30 - 14:00	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)	Territorio Atleti - Riyadh Air Metropolitan Stadium Tour	Shuttle to Riyadh Air Metropolitan	Lunch at Kilometros de Pizza	Lunch on your own & Leisure time	13:30 - 14:00		
14:00 - 14:30	Welcoming Speech					Walking to NYX Hotel Madrid	Shuttle to Cuidad de la Raqueta	14:00 - 14:30
14:30 - 15:00	Richart Vaughan - Richard Vaughan Group <i>Entrepreneurship: From a Molecule to an Empire</i>					Carla Blakey - University of Alabama - <i>Name, Image, and Likeness (NIL): The New Era of Amateurism in the U.S.</i>	Padel Lessons	14:30 - 15:00
15:00 - 15:30	Iván Iván Baragaño - Universidad Europea - <i>The Use of Artificial Intelligence in Sports Management: From Predictive Algorithms to Generative AI</i>					Shuttle to Hotel		15:00 - 15:30
15:30 - 16:00	Networking Break						Shuttle to Hotel	15:30 - 16:00
16:00 - 16:30	Networking Break					Shuttle to Hotel	Shuttle to Atletico de Madrid Stadium	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	Leisure Time	17:00 - 17:30
17:30 - 18:00	17:30 - 18:00							
18:00 - 18:30	18:00 - 18:30							
18:30 - 19:00	18:30 - 19:00							
19:00 - 19:30	19:00 - 19:30							
19:30 - 20:00	19:30 - 20:00							
20:00 - 20:30	20:00 - 20:30							
20:30 - 21:00	20:30 - 21:00							
21:00 - 21:30	Opening at Irish Rover Bar-Restaurant	Students work on Case Study & Leisure Time	Leisure Time	Shuttle	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			