

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		09:00 - 09:30	
09:30 - 10:00					Walking to Santiago Bernabéu	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		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		10:30 - 11:00	
11:00 - 11:30					Metro to Sol	11:00 - 11:30	
11:30 - 12:00					Lunch on your own - walking to Hotel NYX Madrid	Lunch at Casa Carmen	Introducing EASM - Aila Ahonen
12:00 - 12:30	Walking to Kilometros de Pizza	12:30 - 13:00					
12:30 - 13:00	Accreditation Pick-Up at Hotel NYX (only for those who haven't done it yet)	Lunch at Casa Carmen	Lunch at Casa Carmen	Lunch at Kilometros de Pizza	13:00 - 13:30		
13:00 - 13:30					Walking to NYX Hotel Madrid	Shuttle to Riyadh Air Metropolitano	13:30 - 14:00
13:30 - 14:00	Carla Blakey - University of Alabama - <i>Name, Image, and Likeness (NIL): The New Era of Amateurism in the U.S.</i>	Territorio Atleti - Riyadh Air Metropolitano Stadium Tour	Shuttle to Las Tablas Sport Club				14:00 - 14:30
14:00 - 14:30				Welcoming Speech	Territorio Atleti - Riyadh Air Metropolitano Stadium Tour	Padel Lessons	14:30 - 15:00
14:30 - 15:00							Richart Vaughan - Richard Vaughan Group <i>Entrepreneurship: From a Molecule to an Empire</i>
15:00 - 15:30				Iván Iván Baragaño - Universidad Euoepa - <i>The Use of Artificial Intelligence in Sports Management: From Predictive Algorithms to Generative AI</i>	Shuttle to Hotel	15:30 - 16:00	
15:30 - 16:00						Networking Break	Shuttle to Hotel
16:00 - 16:30				Javier Escudero - Commercial Director at Atos - <i>Major Events : Digital Transformation in a multisport Event</i>	Shuttle to Hotel		
16:30 - 17:00	Presentation Case Study - Herbert Woratschek	Shuttle to Hotel	Shuttle to Hotel			17:00 - 17:30	
17:00 - 17:30				Students work on Case Study & Leisure Time	Students work on Case Study & Leisure Time	Leisure Time	17:30 - 18:00
17:30 - 18:00	Leisure Time	La Liga Football Match Atlético de Madrid vs Real Betis *Optional activity*	18:00 - 18:30				
18:00 - 18:30			Shuttle to Farwell Dinner Restaurant				18:30 - 19:00
18:30 - 19:00	Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant					19:00 - 19:30
19:00 - 19:30			Shuttle to Farwell Dinner Restaurant				Shuttle to Farwell Dinner Restaurant
19:30 - 20:00	Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant					
20:00 - 20:30			Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant	20:30 - 21:00		
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21:00 - 21:30			Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant	21:30 - 22:00		
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22:00 - 22:30			Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant	22:30 - 23:00		
22:30 - 23:00	Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant			23:00 - 23:30		
23:00 - 23:30			Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant	23:30 - 00:00		
23:30 - 00:00	Shuttle to Farwell Dinner Restaurant	Shuttle to Farwell Dinner Restaurant			23:30 - 00:00		