

EACA International Summer School: Foundation Group Schedule

TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8 h 30					
9 h 00	09.00 - 10.00 Welcome & Client's brief Micky Denehy + client	09.00 - 12.00 Breaking the rules in creativity Steve Henry	09.00 - 12.00 Seeing Google Inside Out - an interactive visit to their offices Google Offices (tbc)	09,00 - 12.00 How to win a client's heart 45min presentation 15 minutes individual feedback with each group-optional Micky Denehy	09.00 - 12.00 Your big moment Pitch presentation Feedback Awards ceremony
9 h 30					
10 h 00	10.30-13.30 The future of brands and marketing in a digital world Dietmar Dahmen (tbc)				
10 h 30					
11 h 00					
11 h 30					
12 h 00					
12 h 30					
13 h 00					
13 h 30	14.30-17.30 How programmatic is re-shaping commercial communications Graham Wylie	13.30 - 16.30 The secret to the perfect client-agency marriage Richard Robinson	13.00 - 16.30 Scavenger hunt in the city with the Advanced Group	13.30 - 16.30 Love the presenter in you: become a more persuasive and confident presenter Siobhan Stanley	13.00 - 17.00 Their big moment: Pitch presentation Advanced Group Optional attendance
14 h 00					
14 h 30					
15 h 00		16.30-18.00 Speed networking with the Advanced group Meet a Young Professional			
15 h 30					
16 h 00					
16 h 30					
17 h 00	17.30-19.30 Welcome Drinks Enjoy a drink with your peers				
17 h 30					
18 h 00					
18 h 30					
19 h 00					