



EACA International Summer School 2019 Schedule

TIME	Monday 1/7	Tuesday 2/7	Wednesday 3/7	Thursday 4/7	Friday 5/7
8 h 30					
9 h 00	09.00 - 10.00 Room P445 Welcome & Client's brief Micky Denehy + client	Specialisation Day 09.00-12.00 Room EM216 Mastering client meetings and different communications styles Elissa Telfer	08.30-12.00 Group 1 - Room EM216 Practical Project Management Uyen Vo	09.00-12.00 Room EM009 How to plan a successful social media campaign Lynsey Sweales	09.00-12.00 Foundation - Room EM219 Your big moment: Pitch presentation Feedback Awards ceremony Advanced - Room EM216 How to connect to an audience Siobhan Stanley
9 h 30					
10 h 00	<i>Break</i>				
10 h 30					
11 h 00		Room EM226 The future of direct customer engagement Dietmar Dahmen	09.00-12.00 Group 2 - Room EM226 Digital storytelling for brands Peter Rudge and Benjamin Chesterton	<i>Plenary session</i>	
11 h 30	10.30-13.30 Room P445 The future of brands and marketing in a digital world Dietmar Dahmen				
12 h 00	<i>Plenary session</i>		<i>Lunch break</i>		
12 h 30		<i>Lunch break</i>	Room EM216 Micky's Pitch surgery (Foundation teams 1 & 2 to spend 15 minutes with Micky to discuss/improve their pitch)	<i>Lunch break</i>	<i>Lunch break</i>
13 h 00					
13 h 30	<i>Lunch break</i>	Specialisation Day 13.30-16.30 Room EM216 Mastering client meetings and different communications styles Elissa Telfer	13.30-17.00 Group 2 - Room EM216 Practical project Management Uyen Vo	13.30-16.30 Foundation + Advanced team 1 & 2 - Room EM216 Be a more persuasive and confident presenter Siobhan Stanley	
14 h 00					
14 h 30		Room EM226 The future of direct customer engagement Dietmar Dahmen	13.30-16.30 Group 1 - Room EM226 Digital storytelling for brands Peter Rudge and Benjamin Chesterton	13.30-17.00 Advanced - Room 226 Micky's Pitch surgery (All teams to spend 15 minutes with Micky to discuss/improve their pitch)	13.30-18.00 Advanced - Room EM219 Your big moment: Pitch presentation Feedback Awards ceremony
15 h 00	14.30-17.30 Room P445 How to build the perfect marriage: (re-) building trust between agencies and clients Richard Robinson				
15 h 30	<i>Plenary session</i>				
16 h 00					
16 h 30					
17 h 00			17:15 - 18:00 Room EM216 Micky's Pitch surgery (Foundation teams 3, 4 & 5 to spend 15 minutes with Micky to discuss/improve their pitch)		
17 h 30					
18 h 00	17.45-19.30 Welcome drinks Enjoy a drink with your peers				
18 h 30					
19 h 00					