



EACA International Summer School 2019 Group 2

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