

EACA International Summer School: group 2

TIME	Monday 3/7 CORINTHIA HOTEL	Tuesday 4/7 VSKK SCHOOL	Wednesday 5/7 VSKK SCHOOL	Thursday 6/7 VSKK SCHOOL	Friday 7/7 CORINTHIA HOTEL
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 Room 306	09.00 - 12.00 Become the best brain of the agency: a focus on strategic planning Paul Arnold Room 306	08.30 - 11.30 How to win a client's heart 45min presentation 15 minutes individual feedback with each group-optional Micky Denehy Room 306	09.00 - 12.00 Your big moment Pitch presentation
9 h 30					
10 h 00	10.30-13.30 The future of brands and marketing in a digital world Dietmar Dahmen				
10 h 30					
11 h 00					
11 h 30					
12 h 00					
12 h 30					
13 h 00		13.30-16.30 How programmatic algorithms are changing the way advertising works Graham Wylie Room 306	13.30 - 16.30 Connecting your content to your audience Siobhan Stanley Room 306	12.45 - 15.45 How to best communicate with others: personality profiling Elissa Telfer Room 111	13.00-17.15 Your big moment Pitch presentation Feedback Awards ceremony
13 h 30					
14 h 00	14.30-17.30 How to build the perfect marriage: (re-)building trust between agencies and clients Richard Robinson				
14 h 30					
15 h 00					
15 h 30					
16 h 00					
16 h 30					
17 h 00					
17 h 30					
18 h 00	17.30-19.30 Welcome Drinks Enjoy a drink with your peers				
18 h 30					
19 h 00					