



EACA International Summer School 2019 Group 1

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 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		08.30-12.00 Practical project Management Uyen Vo		09.00-12.00 How to plan a succesful social media campaign Lynsey Sweales		09.00-12.00 Your big moment: Foundation teams Pitch presentation Feedback Awards ceremony	
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		Micky's Pitch surgery (2 foundation teams to spend 15 minutes with Micky to discuss/improve their pitch)		Lunch break		Lunch break	
13 h 30										
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		Specialisation Day 13.30-16.30 Mastering client meetings and different communications styles Elissa Telfer or The future of direct customer engagement Dietmar Dahmen		13.30-16.30 Digital storytelling for brands Peter Rudge and Benjamin Chesterton		13.30-16.30 Be a more persuasive and confident presenter Siobhan Stanley		Afternoon off	
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				16:30 - 17:15 Micky's Pitch surgery (3 foundation teams to spend 15 minutes with Micky to discuss/improve their pitch)		16:30 - 17:00 Micky's Pitch surgery (2 advanced teams to spend 15 minutes with Micky to discuss/improve their pitch)			
17 h 30										
18 h 00										
18 h 30										
19 h 00										