



EACA International Summer School 2020 Group 1

TIME	Monday 6/7	Tuesday 7/7	Wednesday 8/7	Thursday 9/7	Friday 10/7
8 h 30					
9 h 00	09.00 - 10.00 Welcome & Client's brief Micky Denehy + client	09.00-12.00 Digital storytelling for brands Peter Rudge and Benjamin Chesterton	09.00-12.00 Practical Project Management Uyen Vo	09.00-12.00 How to plan a successful 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 <i>Plenary session</i>	Lunch break	Lunch break	Lunch break	Lunch break
11 h 00					
11 h 30					
12 h 00					
12 h 30					
13 h 00					
13 h 30	Lunch break				
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 <i>Plenary session</i>	13.30-16.30 Breaking the rules Steve Henry	13.30-16.30 Mastering client meetings and different communications styles Elissa Telfer	13.30-16.30 Be a more persuasive and confident presenter Claire van den Bosch	Afternoon off
15 h 00					
15 h 30					
16 h 00					
16 h 30					
17 h 00					
17 h 30			16.30-17.45 Micky's Pitch Surgery Foundation Teams		
18 h 00	17.45-19.30 Welcome drinks Enjoy a drink with your peers				
18 h 30					
19 h 00					



EACA International Summer School 2020 Group 2/Advanced (*Programme Subject to Changes)

TIME	Monday 6/7	Tuesday 7/7	Wednesday 8/7	Thursday 9/7	Friday 10/7
8 h 30					
9 h 00	09.00 - 10.00 Welcome & Client's brief Micky Denehy + client				
9 h 30					
10 h 00	Break	09.00-12.00 Breaking the rules Steve Henry	09.00-12.00 Mastering client meetings and different communications style Elissa Telfer	09.00-12.00 Micky's Pitch Surgery Advanced Teams	09.00-12.00 Be a more persuasive and confident presenter Claire van den Bosch
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		Lunch break	Lunch break	Lunch break	Lunch break
13 h 00					
13 h 30	Lunch break				
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	13.30-16.30 Brand Fail: Storytelling Disasters and How to Avoid Them Peter Rudge	13.30-16.30 Practical Project Management Uyen Vo	13.30-16.30 How to plan a succesful social media campaign Lynsey Sweales	13.30-18.00 Your big moment: Advanced teams Pitch presentation Feedback Awards ceremony
15 h 00					
15 h 30					
16 h 00					
16 h 30					
17 h 00					
17 h 30					
18 h 00	17.45-19.30 Welcome drinks				
18 h 30	Enjoy a drink with your peers				
19 h 00					