



EACA International Summer School 2020 Group 1 (*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 Brand fail - storytelling disasters and how to avoid them. Peter Rudge	09.00-12.00 Project Management skills: turning your client's dreams into reality 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
10 h 30					
11 h 00	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 30					
12 h 00					
12 h 30					
13 h 00	Lunch break				
13 h 30					
14 h 00	14.30-17.30 Delivering the perfect pitch. How to build trust between brands and agencies 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
14 h 30					
15 h 00					
15 h 30					
16 h 00			16.30-17.45 Micky's Pitch Surgery Foundation Teams		
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					