

EACA International Summer School: Advanced Group Schedule

TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8 h 30					
9 h 00	09.00 - 10.00 Welcome & Client's brief and lecture				
9 h 30	Micky Denehy + Deutsche				
10 h 00	10.00-13.00 The future of digital creativity Dietmar Dahmen	09.30 - 12.30 Understanding clients' business & what our clients really want Paul Burns	09.30 - 12.30 Client / Agency - better ways of working models Richard Robinson	09.30 - 12.30 Pitching better & pitch surgery Micky Denehy Morning off	09.30 - 12.30 Connecting your content to your audience Siobhan Stanley
10 h 30					
11 h 00					
11 h 30					
12 h 00					
12 h 30					
13 h 00					
13 h 30					
14 h 00	14.00-17.00 Applying behavioural economics to building brands Paul Arnold	13.30-16.30 Communication effectiveness Paul Arnold	13.30-16.30 Breaking the rules in creativity Steve Henry	13.30-16.30 Digital advertising bootcamp: interactivity through mobile & video Ionel Naftanaila & Alison Fennah	14.00 - 18.00 Pitch presentation Judging Awards ceremony
14 h 30					
15 h 00					
15 h 30					
16 h 00					
16 h 30					
17 h 00	17.00-19.00 Welcome Drinks				
17 h 30					
18 h 00					