

**EACA International Summer School: Foundation Group Schedule**

TIME	Monday	Tuesday	Wednesday	Thursday	Friday
8 h 30					
9 h 00	<b>09.00 - 10.00</b> Welcome & Client's brief and lecture				<b>09.00 - 13.00</b> Pitch presentation Judging Awards ceremony
9 h 30	Micky Denehy + Client				
10 h 00	<b>10.00-13.00</b> The future of digital creativity Dietmar Dahmen	<b>09.30-12.30</b> Strategic planning Paul Arnold	<b>9.30 - 12.30</b> Breaking the rules in creativity Steve Henry	<b>9.30 - 12.30</b> Digital advertising bootcamp: interactivity through mobile & video Ionel Naftanaila & Alison Fennah	
10 h 30					
11 h 00					
11 h 30					
12 h 00					
12 h 30					
13 h 00					
13 h 30					
14 h 00	<b>14.00-17.00</b> Understanding clients' business & what our clients really want Paul Burns	<b>13.30 - 16.30</b> The ideal client/agency relationship Richard Robinson	<b>13.30 - 16.30</b> Pitching better & pitch surgery Micky Denehy  Afternoon off	<b>13.30 - 16.30</b> Be a more persuasive and confident presenter Siobhan Stanley	
14 h 30					
15 h 00					
15 h 30					
16 h 00					
16 h 30					
17 h 00	<b>17.00-19.00</b> Welcome Drinks				
17 h 30					
18 h 00					