



FROM WED. 13th TO SUN. 17th MAY, 2020

Become a pioneer in
International Sport Marketing!



11th EASM Summer School **MADRID**KICKOFF

International Sport Marketing:
Value-Creation through Engagement



➤ WELCOME TO THE 11TH EASM SUMMER SCHOOL 2020

“The EASM School is a great opportunity for students and practitioners to enrich their degree with new insights in the field of International Sport Management and Marketing. Participants have the chance to build up their own international network within the sport business and to make new friends from all over the world. With the EASM Summer School 2020 being in Madrid the students will have a wonderful chance to experience a hotspot for Sport Management with two huge football brands in town and a great opportunity to enjoy academic and social highlights.”



Prof. Dr. Herbert Woratschek,
Head of the EASM Summer School
Committee,
Professor at University of Bayreuth,
Germany

➤ WELCOME TO UNIVERSIDAD EUROPEA DE MADRID

“I’m very proud that the 11th EASM Summer School 2020 will be again at the Universidad Europea de Madrid. That’s a fantastic opportunity for our Sports Management Degree students for knowing international students who have the same vocation. Our School of Sports Science is the only in Spain which has a Degree in Sports Management and this event is very important for improving our relationship with other Universities and other students in this area. I’m sure that it will be an amazing experience for everyone.”



Dr. Francisco López Varas
Dean of the School of Sports
Universidad Europea de Madrid

➤ WELCOME STUDENTS

“The 11th EASM Summer School builds a platform for students, practitioners and researchers to get together and discuss various perspectives of international sport management. Lectures not only cover latest state of the art research but also practitioners’ insights in the field of sport management. High class academic and social program will contribute to the great success of EASM Summer School 2020 in Madrid.”



Jan Schönberner
Academic Coordinator of the EASM
Summer School,
University of Bayreuth,
Germany

➤ WELCOME TO THE FANTASCTIC CITY OF MADRID

“The 11th EASM Summer School is a great opportunity for university students to broaden their knowledge in Sport Event Management as well to increase their international networking while exploring and enjoying sports events in one of the most vibrant cities of Europe.

I am enthusiastic to present the 11th edition of EASM Summer School and to provide one more time an unforgettable experience to the participants during their career.”



Gerardo Bielons
Director Events GB
Organizer of the 11th EASM Summer School

➤ ACADEMIC HOST

As a leader in the private higher education sector in Spain, Universidad Europea is a highly regarded academic institution committed to innovation, with over 16,000 students. Its mission is to offer its students a holistic education, training leaders and professionals that are equipped to respond to the needs of a global world, adding value to their professions and contributing to social progress through the application of an entrepreneurial spirit and a commitment to ethics.



**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES



➤ WHY BE PART OF THE EASM SUMMER SCHOOL?

The EASM Summer School is a great opportunity for Bachelor and Master students to enrich their degree with new insights in the field of International Sport Marketing. Participants have the chance to build up their own international network within the sport business and to make new friends from all over the world.

Here are only some of the reasons why you should join in for a summer in Madrid:

- Studying at one of the most prestigious private Universities in Spain.
- Gain insights into up to date sport topics of renowned international lecturers.
- Work in an international environment with students from all over the world.
- Experience from the benefits of a great university campus.
- Get to know everyday life in one of Europe's biggest cities with its vibrant life and culture.
- Meet and exchange experiences with local Spanish students.

➤ FACTS AND FIGURES

Idea

- Strong and differentiated service for sport management students.
- Supplementary to existing national sport management programmes.
- Integration in study programmes at hometown universities.
- International perspective and experience.
- Curriculum according to the demand of the labor market.
- Students create their own international network.

Facts & Figures

- Time: 13th – 17th May 2020.
- Place: Campus of Universidad Europea de Madrid, Spain.
- Content: **International Sport Marketing: Value- Creation though engagement.**

Learning Objective

- Getting new insights and expertise in the field of International Sport Marketing. Furthermore, students will be able to apply professional marketing tools in sport organizations.

Credit Points

- According to the Bologna Process.
- Hometown universities decide how many credits are acknowledged in their own programme. EASM suggests calculating 6 credits for the EASM Summer School.

Accreditation

- Courses of EASM Summer School are certified by EASM and the Sport Management Academy of Bayreuth, Germany.
- EASM Board ensures in cooperation with the local organizing university the teaching quality and improves the programme based on regular evaluations.

Teacher Qualification

- Teachers are members of EASM partner universities and hold at least a Master Degree and/or a PhD in their field.
- Pedagogical experience or other qualifications have to be proved.
- Repeated participation is dependent on evaluations.

MODULE OVERVIEW

Title	International Sport Management: Value- Creation through engagement.
Responsible Organizer	Gerardo Bielons (under supervision of the EASM Board)
Learning Outcome	Overview of international sport management in the field of brands, marketing and sport events.
Content	<p>Introduction International Sport Management</p> <p>Sport Marketing & Consumer Behavior</p> <p>Sponsoring vs. Ambush Marketing</p> <p>Brand Management in Sport</p> <p>The Sport Value Framework & Innovations in Sport Management</p> <p>Sport Business Intelligence</p> <p>Sport fans & Fan Relationship Management</p> <p>The Special Features of Sports Clubs as Small and Medium –Sized Enterprises</p> <p>Broadcasting rights of football clubs and financial operations.</p> <p>UEFA financial fair play</p>
Teaching Methods	Distance learning (for preparation), lectures, group work, student presentations
Student Eligibility	Bachelor student, minimum second year or master student
Teaching Materials	Reading materials to prepare for the course (distance learning), presentations, case studies
Examination	Written exam (1 hour) at the last day of the EASM Summer School
Workload	<p>Preparation 140 h.</p> <p>Lectures 40 h.</p> <p>Total 180 h.</p>
ECTS	6

➤ Lectures by



Klaus Zieschang

Former EASM board Member

The Importance of Networks for Sport Management



Guido Schafmeister

Former EASM Board Member
and Vice President

Sport Marketing Expertise - why is it so important?



Herbert Woratschek

Professor at University of Bayreuth

Sponsoring Platform management

➤ Lectures by



Catherine Ordway

Assistant Professor,
University of Canberra

Responding to a sport integrity crisis: inquiries & investigations



David Ridpath

Associate Professor,
Ohio State University

Does the Live Sports Experience Matter Anymore?



Virginia Herrero

Manager of Women's
Football, La Liga

Women's football: the development of the value proposition



LaLiga



Kari Puronaho

Principal Lecturer,
Haaga-Helia University
of Applied Sciences

Weak signals – how to foresee the future?

Schedule in advance

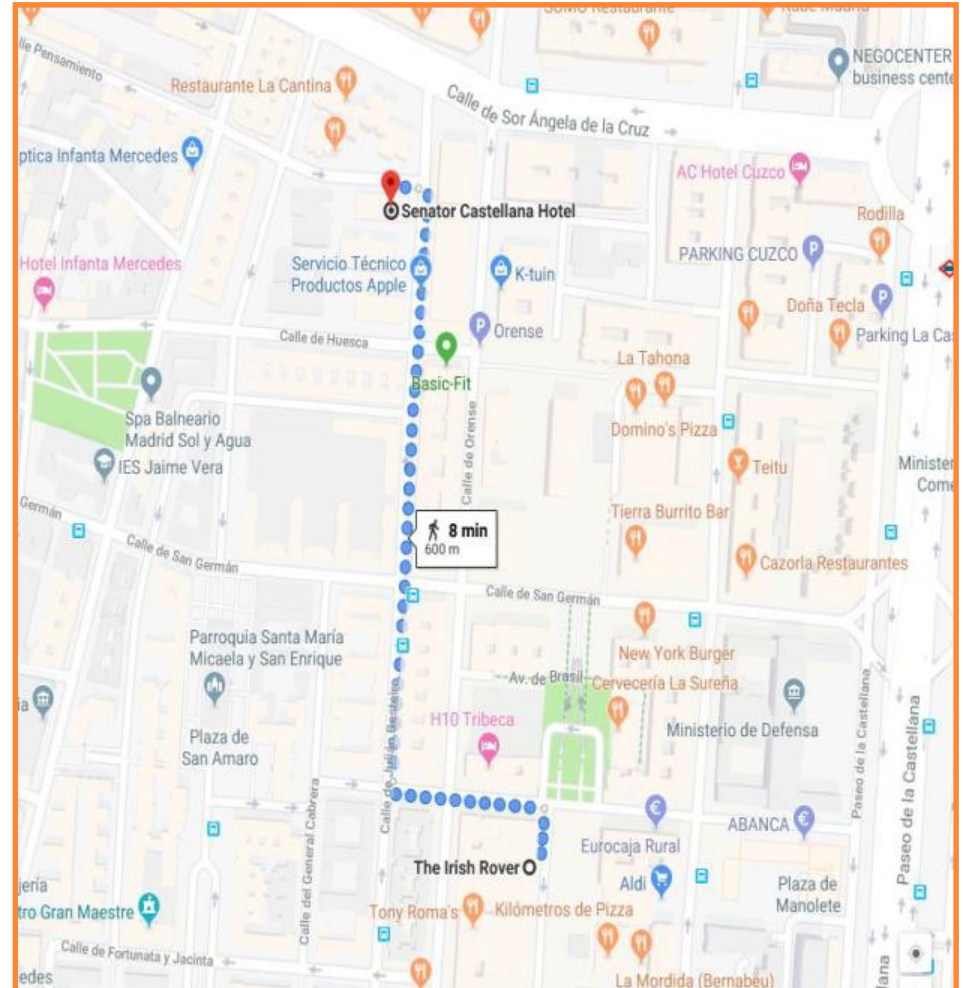
Some changes could be made for external factors

Wednesday 13th

Time	Event
	Individual Arrival and Lunch
13:00	Shuttle to Hotel Senator Barajas - Room Diana
13:30 – 14:00	EASM Summer School Welcome Speeches (Klaus Zieschang)
14:00 – 15:30	Lecture “Sport Marketing Expertise - why is it so important?” Guido Schafmeister
15:30 – 16:00	Networking Break
16:00 – 17:30	Lecture TBC
17:30	Shuttle to Hotel Senator Castellana
18:00 – 20:00	Free Time
20:00 – 21:30	Official Opening at The Irish Rover Bar-Restaurant



OPENING 11TH EASM SUMMER SCHOOL AT THE IRISH ROVER



Address: Av. de Brasil, 7, 28020 Madrid

Thursday 14th

Time	Event
7:00 – 8:30	Breakfast
8:30	Shuttle to Universidad Europea de Madrid, Campus Villaviciosa de Odon
9:00 – 10:30	Lecture “Sponsoring Platform Management” Herbert Woratschek
10:30 – 11:00	Networking Coffee Break
11:00 -12:30	Presentation Case Study Jan Schönberger
12:30 – 13:30	Lunch time
13:30 – 15:00	Lecture “Responding to a sport integrity crisis: inquiries & investigations” Catherine Ordway
15:00 – 15:15	Break
15:15 – 16:45	Lecture 5 “ Does the Live Sports Experience Matter Anymore?” David Ridpath
16:45 – 17:00	Networking Coffee Break
17:00 – 19:00	Students Work on Case Study
19:00	Shuttle to Hotel Senator Castellana
19:30	Leisure Opportunities in Madrid



**Universidad
Europea**

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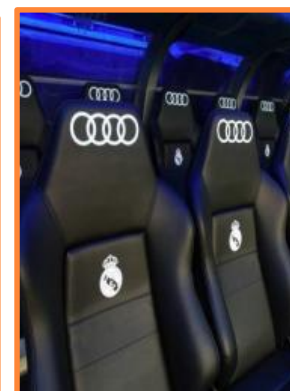
Friday 15th

Time	Event
7:00 – 8:15	Breakfast
8:15	Shuttle to La Liga Headquarters
9:00 – 10:30	Lecture Topic TBC <i>La Liga</i>
10:30	Shuttle to Microsoft Offices GSIC
11:00 – 11:45	Visit to Microsoft Global Sports Innovation Center Group 1 Barajas
11:45 – 12:30	Visit to Microsoft Global Sports Innovation Center Group 2 Castellana
12:30 – 13:30	Lunch at Museo del Jamón, Spanish Restaurant
13:30	Shuttle to Valdebebas- Real Madrid Players Training Area
14:00 – 15:30	Visit Valdebebas- Real Madrid Players Training Area
15:30	Shuttle to the Hotel Senator Castellana
16:00-19:00	Students work on Case Study
19:00	Leisure Opportunities in Madrid

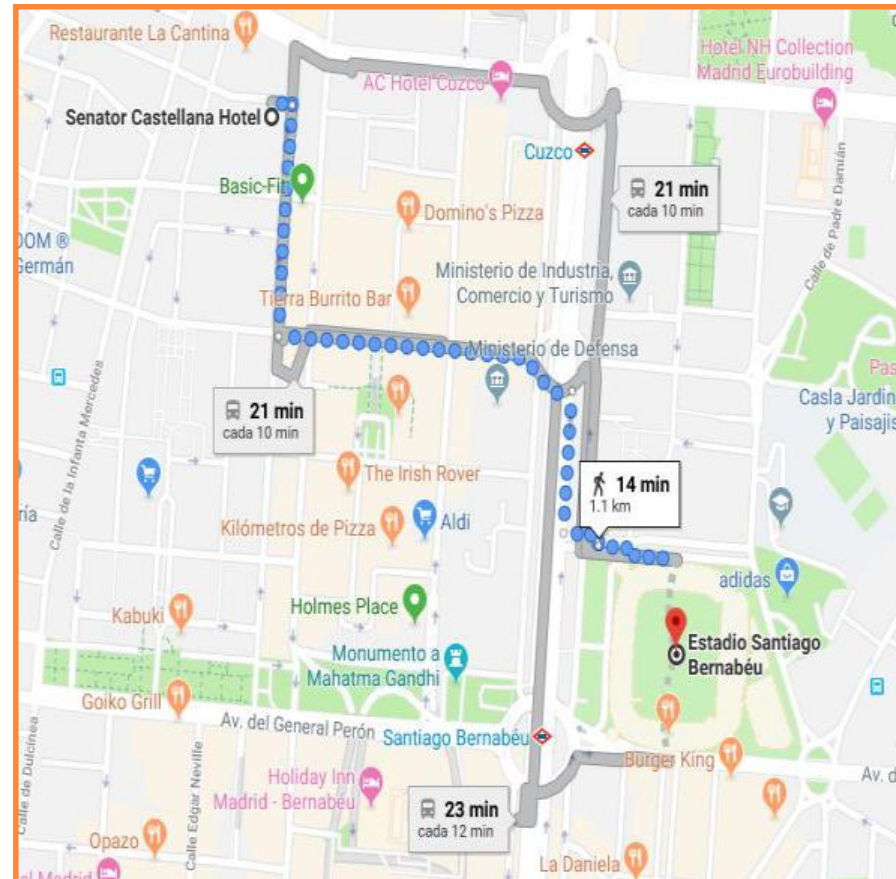


Saturday 16th

Time	Event
7:00 – 8:30	Breakfast
8:30 – 9:30	Students Work on Case Study
9:30	Walk to Tour Santiago Bernabéu
10:00– 11:30	Tour Bernabéu Stadium and Museum
11:30	Shuttle to Universidad Europea de Madrid, Campus Villaviciosa de Odon
12:00 – 13:15	Lecture “Women’s football: the development of the value proposition” Virginia Herrero
13:15 – 14:15	Lunch Time
14:15 – 15:30	Lecture "Weak signals - how to foresee the future?" Kari Puronaho
15:30 – 17:30	Case Studies Presentation and Evaluation
17:30 – 18:30	Wrap Up and Explanations on Exam Jan Schönberner
18:30	Shuttle to Hotel Senator Castellana
19:00	Free Time/ Leisure Opportunities



HOW TO GET FROM THE HOTEL TO THE SANTIAGO BERNABEU STADIUM



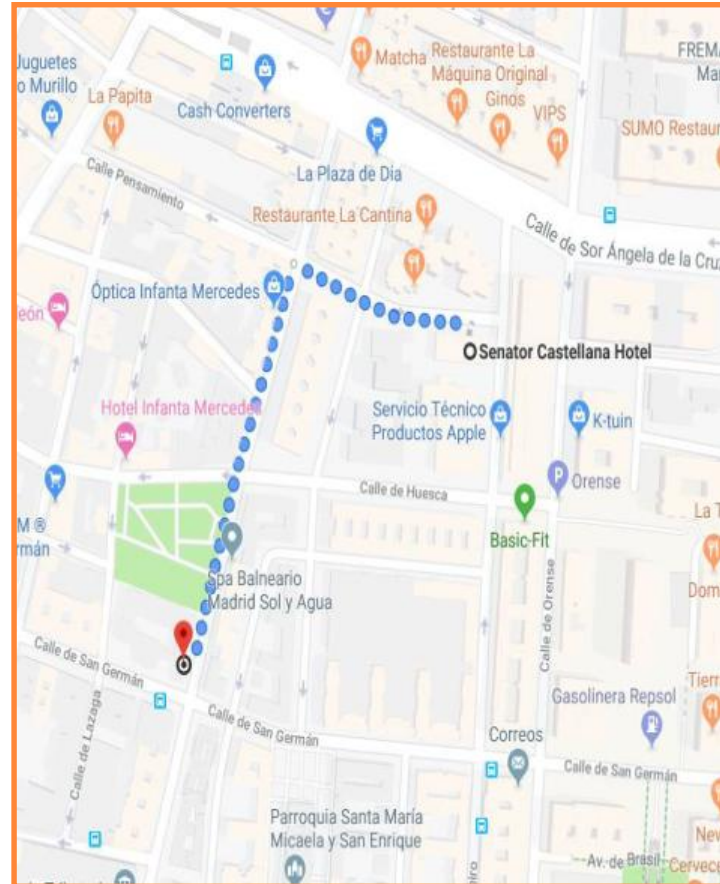
Av. de Concha Espina, 1, 28036 Madrid

Sunday 17th

Time	Event
7:00 – 8:00	Breakfast
8:00 – 11:45	Individual preparation
11:45	IES Jaime Vera Short walking distance from the Hotel
12:00 – 12:45	Final Exam
12:45 – 15:00	Lunch on your own / Free time
15:00 – 16:00	Tour WANDA Metropolitano Stadium
16:00 - 18:00	Free Time
18:00 – 20:00	Kick Off Real Madrid Vs Villareal
21:00	Farewell Dinner at RealCafé Bernabéu <i>Dress code: Smart Casual</i>

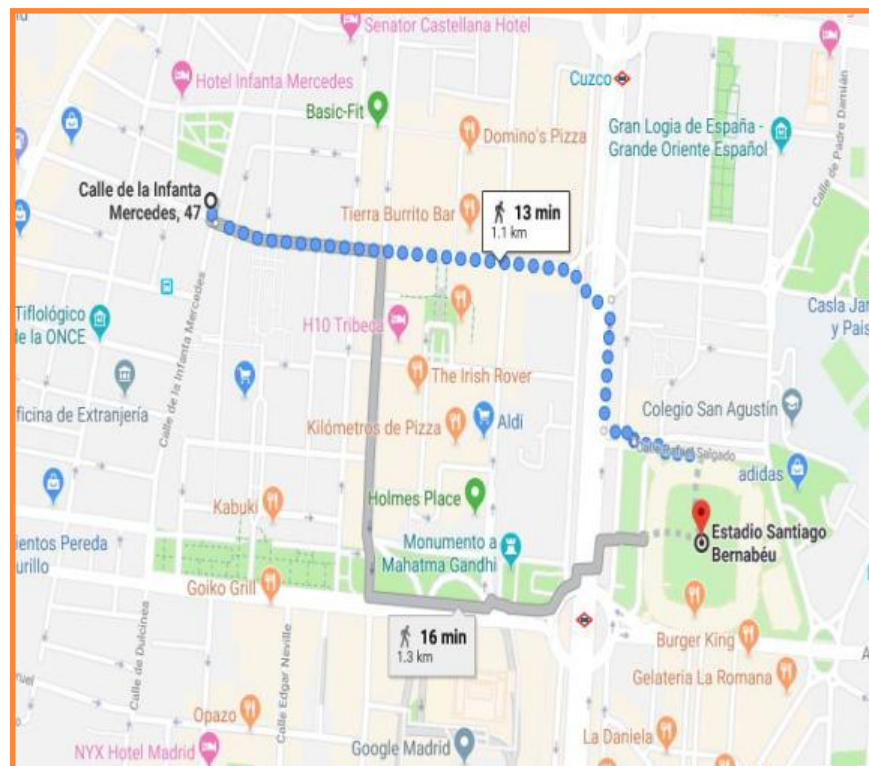


HOW TO GET FROM THE HOTEL TO THE IES JAIME VERA



Calle de la Infanta Mercedes, 47, 28020 Madrid

HOW TO GET FROM THE HOTEL TO THE IES JAIME VERA



Av. de Concha Espina, 1, 28036 Madrid

HOW TO GET TO WANDA METROPOLITANO STADIUM



**Metro Station to get to WANDA
Metropolitano Stadium:**

- Line 7 (orange)
- Get off: Estadio Metropolitano

Monday 18th

Departure



More Useful Information

Leisure time opportunities: City Center

Gran Via: commonly known as the “Spanish Broadway” is a place where you can find many theatres, cinemas and shops.

Fuencarral Street: Fuencarral, the dividing line between Malasaña and Chueca, is Madrid's hub of modern fashion.

Plaza Mayor: hosts some of greatest bars and restaurants in Madrid. The Plaza's vibrant atmosphere and its traditional architecture is a must see! Also you must eat a “bocadillo de calamares” around the square.

La Latina: the lively and colorful area of La Latina is a maze of narrow lanes filled with tapas bars and cantinas, is near to El Rastro.



Leisure time opportunities: City Center

Buen Retiro Park : The “Park of pleasant Retire” of Madrid largest parks and features many different activities. From free concerts on Sundays to multiple exercise groups or rowing a boat on the park lake.

La Puerta de Alcalá: The Gate was a real door to enter in the city and was erected as a triumphal arch to celebrate the arrival of the King Charles III in Madrid.

Puerta del Sol square: This is the centre (*Km 0*) of the radial network of Spanish roads. The square also contains the famous clock whose bells mark the traditional eating of the Twelve Grapes and the beginning of a new year.

El Oso y el Madroño: "*The Bear and the Strawberry Tree*") is at Puerta del Sol square and it represents the heraldic symbol of the city.



Leisure time opportunities: Museums

Museo Nacional Del Prado: A chance to see 7,600 paintings and over 1000 sculptures from the likes of Rembrandt, van Rijn and Caravaggio. Free every afternoon from 18 to 20 and always for students under 25.

Museo Nacional Centro de Arte Reina Sofía: The National Museum of 20th Century art is named after Queen Sophia and includes excellent collections of Spain's most famous artists including pieces from Pablo Picasso and Salvador Dali. Free every afternoon from 19 to 21 and always for students under 25.

Museo de Historia de Madrid: Housed in one of Madrid's impressive Baroque buildings, formerly the San Fernando Hospice, the History Museum offers an overview of the arts, industries, lifestyles and customs of *Madriileños* from 1561, the year when Madrid was established as the Spanish capital, to the present. Free entrance.



Leisure time opportunities: Food

Churros con chocolate: the plain Spanish versions aren't covered in sugar or filled with cream but they do come in several shapes and sizes. The hot chocolate is thick and resembles more of a pudding that can be eaten with a spoon. It is also recommended to drink it once you've dipped and eaten all of the churros.



Jamón Serrano: Since antiquity Spaniards have produced dry-cured hams. You can eat it alone, with tomato and a toast with melon (typical dish).



Bocadillo de Calamares consists of a fresh bread roll filled with squid rings. Madrileños usually wash down their *bocadillo de calamares* with a small beer.



Cocido Madrileño: is a traditional chickpea based stew from Madrid. A substantial dish prepared with meat and vegetables, it is most popular during the winter. It was created during the Middle Ages as an evolution of the Sephardic dish adafina.



Public Transport

To use public transport in Madrid it is necessary to buy a multipurpose card that includes metro, train and bus routes.



How to acquire it

The Tourist ticket can be purchased in the following points of sale:

1. At the **Adolfo Suárez Madrid-Barajas Airport**
 - o T1-T2-T3 Terminal
2. At all the **Metro de Madrid** network stations.

• Fares

Zone	1 Day	2 Days	3 Days	4 Days	5 Days	7 Days
A	8,40 €	14,20 €	18,40 €	22,60€	26,80€	35,40 €

Hope you enjoy the 11th EASM Summer School



Event GB Contact: Phone: +34 91 556 38 06 Mobile: +34 692 206 213
easmsummerschool@eventsgb.com , <http://www.eventsgb.com>

