UNIVERSITAT DE BARCELONA BUSINESS SCHOOL Summer School

Barcelona Marketing and Business Models Summer School
July 15th - 19th, 2019

Monday, July 15th EXPLORING NEW MARKETING APPROACHES AND STRATEGIES

Place: Faculty of Economics and Business - UB – Sala de Juntes 696 (Av. Diagonal, 696, Barcelona)

15:00 – 15:30	Reception of participants
15:30 – 16:00	**Welcome speech**
16:00 – 17:30	**Dynamic team building and communication workshop** - Kyoko Takeyama (Public Speaking Coach for Leaders)
17:30 – 18:00	Coffee break
18:00 – 19:30	**Building and positioning brands.** Xavier Canadell López . Marketing consultant and Professor of UB
19:30	**Guided tour of Barcelona**
21:30	Welcome dinner

Tuesday, July 16th RETHINKING BUSINESS MODELS

Place: Faculty of Economics and Business - UB – Sala de Juntes 696 (Av. Diagonal, 696, Barcelona)

09:00 – 10:30	**How to innovate your business model.** Joan- Albert García Moga (Director Innovation Area. AREA TRAINING AND CONSULTING)
10:30 – 11:00	Coffee break
11:00 – 12:00	**Strategic Marketing and New Business Models: CASA SEAT in Barcelona.** Gabriele Palma (Managing Director CASA SEAT)
12:00 – 14:00	**Business models and entrepreneurial cooperation**. Menno Veefkind (Industrial Design Team Manager at Nacar Design)
14:00 – 15:00	Lunch

15:00 – 16:00	**About startups, disruptive business models and exponential organisations.** Sandra Arévalo (Founder & CEO of Wisar)
16:00 – 17:00	**Brands and talent: the pilars of international expansion.** Tamara Pirojkova (Marketing Manager: Leading Brands of Spain Association.)
17:00	End of the day

Wednesday, July 17th EXPERIENCES AND MARKETING STRATEGIES

Place: Roca Barcelona Gallery (C/ Joan Güell, 211, Barcelona)

09:00 – 10:00	**Will the bathroom go to service**. Miguel Ángel Heras (Head of Marketing and Communication at ROCA Group).
10:00 – 10:30	Coffee break
10:30 – 11:30	**Make me care. Tell me the truth**. Alba Kent (OGILVY)
11:30 – 12:30	**Consumer trends in the Spanish Market**. Marta Munné, (ShopperView Consultant at of AECOC)
12:30 – 13:00	Visit at the Barcelona ROCA Gallery
13:00 – 13:30	Transfer to Barcelona Chocolate Museum
13:30 – 14:30	Lunch
14:30 – 15:30	**Marketing at Chocolate Museum**. Paco Gil (CEO Chocolate Museum)
15:30 – 17:00	Workshop: Chocolating!
17:00	End of the day

Thursday, July 18th INNOVATION, MARKETING AND DIGITAL ECONOMY

Place: Sant Pau Hospital-Recinte Modernista (C. Sant Antoni Maria Claret,) 167.

(https://www.santpaubarcelona.org/en/)

09:30 – 10:30	**Audio Branding: A great opportunity for brands**. Ramon Vives (SIXIÈME SON SPAIN)
10:30 – 11:00	Coffe Break

11:00 – 12:00	**Marketing Transformation 2.0 - Redefining Marketing @IBM**. Michiel Hasker (Responsible for partner ecosystem marketing & sales enablement at IBM)
12:00 – 13:00	**Barbie. The doll envolves**. Isabel Ferrer de Casacuberta
13:30 – 15:00	Lunch
15:00 – 17:00	**Guided Tour: through the building** (Modernist pavilion declared Patrimony of the Humanity by the UNESCO in 1997)
17:00	End of the day

Friday, July 19th INTERDISCIPLINARITIES AND OTHER CREATIVE CONNECTIONS

Place: Historic Building of the University of Barcelona – Aula Ramon y Cajal (Gran Via de les Corts Catalanes, 585, Barcelona)

09:00 – 09:45	**Guided tour in the historic campus of the University of Barcelona**
09:45 – 10:30	**Creative commons, the price of Open Access**. Ignasi Labastida (Director of the office for the Dissemination of Knowledge UB)
10:30 – 11:30	**Applying anthropology for marketing and innovation.** Joan Vinyets (Business Anthropologist and Designer)
11:30 – 12:00	Coffee break
12.00 – 13.00	**Arts Audiences & Marketing**. Pepe Zapata (Director CLUB TR3SC)
13.00 – 14:00	**From ape to marketeer: an update view of product management** (Simon Fusté Coetze. (Meat Snack Category Manager at Noel Alimentaria)
13:30	Closing ceremony + Farewell cocktail

(*) Please note that the program is subject to change without notice.