

Preliminary programme EASM student seminar ESSISA

	Saturday 12-09	Sunday 13-09	Monday 14-09	Tuesday 15-09
8:30		8:30 (In Stayokay)	8:30 Transfer to HvA	8:30 Transfer to HvA
9:00		9:00 Introduction management game	9:00 Economic impact of change and innovation	9:00 Management Game
9:30		9:30 Intercultural communication	9:30	9:30 Management Game
10:00		10:00	10:00	10:00 <i>Break</i>
10:30		10:30 Student "elevator pitch"	10:30 <i>Break</i>	10:30 Innovation and sport
11:00		11:00	11:00 Hypercube (workshop)	11:00
11:30	Arrival StayOkay	11:30	11:30	11:30
12:00		12:00	12:00 <i>Lunch</i>	12:00 <i>Lunch</i>
12:30		12:30 <i>Lunch</i>	12:30 <i>Lunch</i>	12:30 <i>Lunch</i>
13:00		13:00 <i>Lunch</i>	13:00	13:00
13:30		13:30 Imagineering	13:30 Transfer to Schiphol	13:30
14:00		14:00	14:00 Future employees and workplaces	14:00 Management game
14:30		14:30	14:30	14:30 Cool Hunting
15:00		15:00	15:00	15:00
15:30		15:30	15:30 Microsoft Headquarters	15:30
16:00		16:00	16:00	16:00
16:30		16:30 Management game	16:30	16:30
17:00		17:00	17:00 Transfer to Stayokay	17:00 Management game
17:30		17:30	17:30 Management game	17:30 Transfer to Stayokay
18:00		18:00	18:00	18:00
18:30		18:30	18:30 <i>Diner Stayokay</i>	18:30 <i>Diner Stayokay</i>
19:00		19:00	19:00 Management game	19:00
19:30	Meet, greet and drinks	19:30	19:30	19:30 Management game - prepare presentation
20:00		20:00	20:00	20:00
20:30		20:30 Boattrip (dinner included)	20:30 Social event	20:30
21:00		21:00	21:00	21:00

Free evening

Social activity
Food and beverages
Lecture
Student activity
EASM day theme

	Wednesday 16-09		Thursday 17-9		Friday 18-9	
8:30	Transfer to HvA or Heineken Experience?	8:30		8:30		8:30
9:00		9:00	EASM conference	9:00	EASM conference	9:00
9:30		9:30	<i>Sport Events & the City</i>	9:30	<i>Facility and Accommodation</i>	9:30
10:00	Student presentation (8x10 min)	10:00		10:00	<i>Management</i>	10:00
10:30	<i>Break</i>	10:30		10:30		10:30
11:00		11:00		11:00		11:00
11:30		11:30		11:30		11:30
12:00	Student presentations (8x10 min)	12:00		12:00		12:00
12:30	<i>Lunch</i>	12:30		12:30		12:30
13:00	Trendwatcher of the year 2009	13:00		13:00		13:00
13:30		13:30		13:30		13:30
14:00		14:00		14:00		14:00
14:30	Jury deliberation	14:30		14:30		14:30
15:00	Announcing the winners	15:00		15:00		15:00
15:30	Alumni presentation	15:30		15:30		15:30
16:00		16:00		16:00		16:00
16:30		16:30		16:30		16:30
17:00		17:00		17:00		17:00
17:30	Transfer to Stayokay	17:30		17:30		17:30
18:00		18:00		18:00		18:00
18:30	Opening EASM Conference	18:30	Gala diner (optional)	18:30	Diner at Stayokay	18:30
19:00		19:00		19:00		19:00
19:30		19:30		19:30		19:30
20:00		20:00		20:00		20:00
20:30		20:30		20:30		20:30
21:00		21:00		21:00		21:00

Saturday 19-9		Sunday 20-9
	8:30	
EASM conference	9:00	Departures
<i>Business and Event</i>	9:30	
<i>Management</i>	10:00	
	10:30	
	11:00	
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	18:00	
Fare well party	18:30	
	19:00	
	19:30	
	20:00	
	20:30	
	21:00	