

Barcelona, 18-22 July, 2016



OBJECTIVES

- To examine the latest topics and challenges in the discipline of marketing, which is undergoing extensive changes with the widespread adoption of new technologies.
- To provide participants with the tools and guidelines to build solutions that are compatible with the current technology scenario.
- To provide aspiring marketing executives with a general understanding of the transformational trends and experiences that are shaping current business structures.
- To analyse the emergence of new business models, taking advantage of the various resources available in Barcelona, a city renowned for its creativity and ability to attract talent.
- To experience a networking week with highly motivated participants at University of Barcelona, one of the top leading European universities.

WHO SHOULD ATTEND?

Professionals, managers, professors, researchers, students.

MONDAY, 18 JULY, 2016

EXPLORING NEW MARKETING APPROACHES AND STRATEGIES

SALA DE JUNTES 696, FACULTAT D'ECONOMIA I EMPRESA-UB
(Av. Diagonal, 696, Barcelona)

- 15.00 h **Reception of participants**
- 15.30 h **Welcome speech**
- 16.00 h **"Building brands"**
Josep M. Piera (SCPF)
-  17.30 h **Coffee**
- 18.00 h **"Connections Planning"**
Josep Hernández (Mondelez)
- 19.30 h **Guided tour of Barcelona**
- 21.30 h **Welcome dinner**

TUESDAY, 19 JULY

RETHINKING BUSINESS MODELS


SALA DE JUNTES 696, FACULTAT D'ECONOMIA I EMPRESA-UB
(Av. Diagonal, 696, Barcelona)

- 9.30 h **"How to innovate your business models"**
Joan-Albert Garcia Moga (Ignite Technologies)
-  11.00 h **Coffee**
- 11.30 h **"Blue Ocean Strategy"**
Jose Carlos Ramos (Avanzalis)
- 12.30 h **"Business Models and entrepreneurial cooperation"**
Menno Veefkind (IDOM)
- 14.00 h **Lunch**
- 15.30 h **"Waiting for the "carestomer"**
Javier Tenor (University of Barcelona)
- 16.30 h **"Internet of things"**
Ignasi Vilajosana (Worldsensing)
- 17.30 h **End of the day**

WEDNESDAY, 20 JULY

EXPERIENCES AND MARKETING STRATEGIES

ROCA BARCELONA GALLERY, (C/ Joan Güell, 211, Barcelona)

- 9.30 h **"Marketing strategies at Roca"**
Miguel Ángel Heras (Roca)
-  11.00 h **Coffee**
- 11.30 h **"From 4p to 4e"**
Daniel Rodríguez-Arias (Ogilvy)
- 12.30 h **"Integrated Brand Planned redefined"**
Antonio Moneris (Brainventures)
- 13.30 h **Transfer to Chocolate Museum**
- 14.00 h **Lunch**
- 15.30 h **Workshop: Xocolating!**
- 16.30 h **"Marketing at Chocolate Museum"**
Paco Gil (Chocolate Museum)
- 17.30 h **End of the day**

THURSDAY, 21 JULY

INNOVATION, MARKETING AND DIGITAL ECONOMY


DISSENY HUB, (Plaça Glòries Catalanes, 37, Barcelona)

- 9.30 h **"Innovation and branding"**
Alberto Levy (Grupo Bimbo)
- 10.30 h **"Creating content that sells"**
Jessica Bodoutchian (Tinkle)
-  11.30 h **Coffee**
- 12.00 h **"Rocket Roi"**
Ignasi Rodés (Rocket Roi)
- 13.00 h **"Google"**
Pilar Gallo (Google)
- 14.00 h **Lunch**
- 15.30 h **Guided tour: Museu del Disseny**
- 17.30 h **End of the day**

FRIDAY, 22 JULY

INTERDISCIPLINARITIES AND OTHER CREATIVE CONNECTIONS

AULA RAMON Y CAJAL, EDIFICI HISTÒRIC-UB
(Gran Via de les Corts Catalanes, 585, Barcelona)

- 9.30 h **"Compeixalaigua"**
Xavier Flores (compeixalaigua)
- 10.30 h **"Guzmán Gastronomía"**
Jordi Franch (Guzmán Gastronomía)
-  11.30 h **Coffee**
- 12.00 h **"The audiences"**
Pepe Zapata (Tecknecultura)
- 13.00 h **"Social Media Marketing, the Smart way"**
Dot Lung (Carrots)
- 14.00 h **Closing ceremony**
- 14.30 h **Farewell cocktail**

(*). This program is subject to changes

BARCELONA MARKETING & BUSINESS MODELS International Summer School

Organized by:



Departament
d'Economia
i Organització
d'Empreses

With the collaboration of:



Roca
Barcelona Gallery

In the framework of:



For further information:

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