

**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:



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