

## Mastering Product and Service Innovation

	MONDAY, JUN. 10	TUESDAY, JUN. 11	WEDNESDAY, JUN. 12	THURSDAY, JUN. 13	FRIDAY, JUN. 14
Location	IE Building at Calle Velázquez, 130 (Room V-201)				
	Day 1 Topics: Customer Insights Creative Processes	Day 2 Topics: Creative Processes Human-Centered Design	Day 3 Topics: Human-Centered Design Product and Service Prototyping	Day 4 Topics: Product Management	Day 5 Topics: Product Management + Final Presentations CX Trends & the Future
8:30 - 9:00	Welcome Session				
9:00 - 9:30			9:15 Midweek Touchpoint		
9:30 - 10:50	Session 1: Customer Behavior and Insights <i>Prof. Jaime Veiga</i>	Session 4: Designing Creative Processes <i>Prof. Andrew McCarthy</i>	Session 7: Human-Centered Design <i>Prof. Luis Villa</i>	Session 10: Product Management <i>Prof. Laura Cajade</i>	Session 13: Product Management (Final Presentations) <i>Prof. Laura Cajade</i>
10:50 - 11:15	Break				
11:15 - 12:35	Session 2: Understanding Consumer Behavior <i>Prof. Jaime Veiga</i>	Session 5: Human-Centered Design <i>Prof. Luis Villa</i>	Session 8: Product and Service Prototyping <i>Prof. Rodrigo Rubio</i>	Session 11: Product Management <i>Prof. Laura Cajade</i>	Session 14: CX Trends and Looking into the Future <i>Prof. Dimitris Spyrou</i>
12:35 - 14:30	Lunch				
14:30 - 15:50	Session 3: Designing Creative Processes <i>Prof. Andrew McCarthy</i>	Session 6: Company Visit Havas Group	Session 9: Product and Service Prototyping <i>Prof. Rodrigo Rubio</i>	Session 12: Company Visit Accenture Song	Session 15: CX Trends and Looking into the Future + Closing Remarks <i>Prof. Dimitris Spyrou</i>
17:30 - 19:00					
19:00 - 21:00	Cultural Activity: Welcome Cocktail at Restaurante Abascal		Cultural Activity: Flamenco Show at Teatro Flamenco		
21:00 - 23:00					

*This is a draft; subject to changes.*