

**Global PR and Advertising in London**  
**Week 1**



	Monday 26 June	Tuesday 27 June	Wednesday 28 June	Thursday 29 June	Friday 30 June
8.00-8.30					
8.30-9.00					
9.00-9.30	Orientation	Strategic Communication in Entertainment <i>Ground Floor Classroom</i>	Strategic Communication in Entertainment <i>Ground Floor Classroom</i>	Strategic Communication in Entertainment (guest Simon Goldsworthy) <i>Ground Floor Classroom</i>	Guided tour of Hampton Court Palace
9.30-10.00					
10.00-10.30					
10.30-11.00					
11.00-11.30	Buffet lunch	Global Strategic Communication <i>Ground Floor Classroom</i>	Bus to London Bridge	Global Strategic Communication (guest Simon Steel) <i>Ground Floor Classroom</i>	
11.30-12.00			Lunch at Borough Market and talk with head of comms Kate Howell		
12.00-12.30					
12.30-1.00					
1.00-1.30	Intercultural Awareness		Queen Walk		
1.30-2.00					
2.00-2.30					
2.30-3.00					
3.00-3.30			London Eye	Visit in the works...	
3.30-4.00					
4.00-4.30					
4.30-5.00					
5.00-5.30					
5.30-6.00					
6.00-6.30					
6.30-7.00					
7.00-7.30					
7.30-8.00					
8.00-8.30					
8.30-9.00					
9.00-9.30					

EXAMPLE

**Global PR and Advertising in London**  
**Week 2**

	Monday 3 July	Tuesday 4 July	Wednesday 5 July	Thursday 6 July	Friday 7 July
8.00-8.30					
8.30-9.00					
9.00-9.30	Strategic Communication in Entertainment Ground Floor Classroom		Strategic Communication in Entertainment Ground Floor Classroom		
9.30-10.00					
10.00-10.30					
10.30-11.00					
11.00-11.30	Global Strategic Communication Ground Floor Classroom		Global Strategic Communication Ground Floor Classroom	Portobello Road Market	
11.30-12.00					
12.00-12.30					
12.30-1.00					
1.00-1.30	<b>EXAMPLE</b>				
1.30-2.00					
2.00-2.30	Customer Profiling workshop at the Museum of Brands	Tour of Royal Opera House, and comms talk with Vicky Kington			Free day
2.30-3.00					
3.00-3.30					
3.30-4.00					
4.00-4.30					
4.30-5.00					
5.00-5.30					
5.30-6.00					
6.00-6.30			Warner Bros Studio Tour		
6.30-7.00					
7.00-7.30					
7.30-8.00					
8.00-8.30		Matilda the Musical at the Cambridge Theatre			
8.30-9.00					
9.00-9.30					

Potentially subject to change

# Global PR and Advertising in London

## Week 3

	Monday 10 July	Tuesday 11 July	Wednesday 12 July	Thursday 13 July	Friday 14 July	
8.00-8.30			Train to Edinburgh			
8.30-9.00						
9.00-9.30		Strategic Communication in Entertainment <i>Ground Floor Classroom</i>				
9.30-10.00						
10.00-10.30	St Paul's Cathedral					Agency visit: Pagoda PR
10.30-11.00						
11.00-11.30						
11.30-12.00		Global Strategic Communication <i>Ground Floor Classroom</i>				
12.00-12.30						
12.30-1.00				Chocolaterie Marketing talk		
1.00-1.30						
1.30-2.00						
2.00-2.30	Yayoi Kusama's Infinity Mirror Rooms, Tate Modern		Edinburgh Castle		Train to London	
2.30-3.00						
3.00-3.30						
3.30-4.00						
4.00-4.30		Agency visit: Hoffman				
4.30-5.00						
5.00-5.30						
5.30-6.00						
6.00-6.30						
6.30-7.00						
7.00-7.30						
7.30-8.00						
8.00-8.30						
8.30-9.00						
9.00-9.30						

EXAMPLE

**Global PR and Advertising in London**  
**Week 4**

	Monday 17 July	Tuesday 18 July	Wednesday 19 July	Thursday 20 July	Friday 21 July	
8.00-8.30						
8.30-9.00						
9.00-9.30	Strategic Communication in Entertainment <i>Ground Floor Classroom</i>	Tour of the London Stadium, and comms talk with Martin Gritton	Brighton day trip		Free day	
9.30-10.00						
10.00-10.30						
10.30-11.00						
11.00-11.30	Global Strategic Communication <i>Ground Floor Classroom</i>					
11.30-12.00						
12.00-12.30						
12.30-1.00						
1.00-1.30						
1.30-2.00						
2.00-2.30	Global Strategic Communication (guests Steve and Jon from CIPR) <i>Ground Floor Classroom</i>	Agency visit: Weber Shandwick				
2.30-3.00						
3.00-3.30						
3.30-4.00						
4.00-4.30						
4.30-5.00						
5.00-5.30						
5.30-6.00						
6.00-6.30						
6.30-7.00						
7.00-7.30				End of programme Thames River Cruise		
7.30-8.00						
8.00-8.30						
8.30-9.00						
9.00-9.30						

EXAMPLE