

FASHION DIGITAL STRATEGY

LUNES, 23

18.30-19.45	<i>Introducción Empresas de Moda</i> Javier de Rivera
19.45-20.00	DESCANSO
20.00-21.15	<i>Introducción Entorno Digital</i> Pedro Mir

MARTES, 24

<i>Fashion Marketing Basics</i> Pedro Mir
DESCANSO
<i>Fashion Digital Strategies (Positioning/Market places/Amazon)</i> Pedro Mir

MIÉRCOLES, 25

<i>Consumidor de Moda Digital</i> Patricia SanMiguel
DESCANSO
<i>Customer Journey & Customer Centric Strategy</i> Patricia SanMiguel

JUEVES, 26

<i>Fashion Retail/ E-Retailers</i> Luis Lara
DESCANSO
<i>Fashion Retail/ E-Retailers</i> Luis Lara

SÁBADO, 28

09.00-10.10	<i>Transformación Digital</i> Pedro Mir
10.10-10.40	DESCANSO
10.40-11.50	<i>Fashion Ecommerce</i> Pedro Mir
11.50-12.00	DESCANSO
12.00-13.10	<i>Fashion Digital Marketing Plan</i> Patricia SanMiguel
13.10-13.20	DESCANSO
13.20-14.30	<i>Fashion Designer Digital Strategy</i> Leonor Silva

LUNES, 30

18.30-19.45	<i>Fashion Social Media</i> Patricia SanMiguel
19.45-20.00	DESCANSO
20.00-21.15	<i>Social Media AD's</i> Andrés Sagrado

MARTES, 31

<i>Influencer Marketing</i> Patricia SanMiguel
DESCANSO
<i>Influencer Marketing</i> Patricia SanMiguel

MIÉRCOLES, 1

<i>SEO in Fashion</i> Andrés Sagrado
DESCANSO
<i>SEM in Fashion</i> Andrés Sagrado

JUEVES, 2

<i>Fashion Inbound Marketing</i> MJ Millán
DESCANSO
<i>Fashion Marketing Automotion</i> MJ Millán

SÁBADO, 4

09.00-10.10	<i>Ecommerce Metrics</i> Pedro Mir / Patricia SanMiguel
10.10-10.40	DESCANSO
10.40-11.50	<i>Google Universe: Tools</i> Andrés Sagrado
11.50-12.00	DESCANSO
12.00-13.10	<i>Digital Marketing Tools</i> MJ Millán
13.10-13.20	DESCANSO
13.20-14.30	<i>Fashion Digital Marketing Strategies</i> Patricia SanMiguel