

EUROPEAN BUSINESS SEMINAR-Summer 2024 (EBS-Summer)
INTERNATIONAL BUSINESS SEMINARS
 June 3, 2024 to June 27, 2024
 Rome, Florence, Verona, Italy; Innsbruck, Austria; Munich, Germany;
 Lausanne, Switzerland; Paris, France and London, United Kingdom

DAY/DATE	Time	ACTIVITY	LOCATION
Monday, June 3	2:40 PM	Depart Dallas (DFW) to Rome (FCO) on AA 240 (60 seats-RNTZNF)	Airplane
Tuesday, June 4 Cicerone Luisa	8:00 AM:	Arrive Rome (FCO) Airport Guide Pick up at the airport (2-day Roma Pass)	Rome
	Late AM:	Short Metro orientation and then visit to the Trevi Fountain and the Spanish Steps - one guide	
	PM:	Independent lunch	
Wednesday, June 5	10:00 AM:	The Roman Forum and External Coliseum viewing - Two guides Independent lunch near St. Peter's	Rome
	3:00 PM:	Visit St. Peter's Basilica	
Thursday, June 6	10:30 AM:	EATALY tour and lunch	Florence or Siena LDC Day 1
	2:00 PM:	Gelato Factory	
	3:30 PM:	Afternoon depart for Florence/Siena, arrive around 7:30 PM	
Friday, June 7	10:00 AM:	Castello di Gabbiano with lunch	Florence or Siena
	3:00 PM:	The Mall-Outlet Experience Marketing Presentation Shopping in Europe	
Saturday, June 8 BW Firenze Luisa	10:30 AM:	Balsamic Venue Independent lunch/Drive to our hotel in Verona	Verona
	4:00 PM:	Academic Program Time (Room arranged near Verona hotel) Tickets for the opening season of the Opera Turandot	
Sunday, June 9		Free time in Verona	Verona
Monday, June 10	10:00 AM:	Lamborghini or Ferrari Museum visits	Verona
Tuesday, June 11 Innsbruck Hotel-Direct	8:00 AM:	Travel to Innsbruck	Innsbruck
	2:00 PM:	Academic Program Time (At the Innsbruck hotel)	
	5:30 PM:	Innsbruck activities signups	
Wednesday, June 12		Free Day in Innsbruck (Driver free day)	Innsbruck
Thursday, June 13	7:45 AM:	Swarovski Crystal (Meeting room at the Innsbruck hotel.)	Innsbruck
	10:30 AM:	Crystal Worlds Independent lunch enroute	
	2:30 PM:	Riedel Glassworks	
	6:30 PM:	Innsbruck Dinner/Entertainment	
Friday, June 14	8:00 AM:	Innsbruck Tourism Board presentation (Innsbruck Room 8 to 1 PM)	Innsbruck
	9:30 AM:	Academic Program Time (At the Innsbruck hotel)	
	1:00 PM:	Free time to visit the city (Driver free day)	

Last updated 12/22/2023

Saturday, June 15 HICC-P	9:00 AM: 12:00 PM: 3:00 PM	Depart Innsbruck for Munich Independent lunch BMW WELT (Using the S-Bahn)	Munich
Sunday, June 16	9:00 AM:	Dachau Memorial visit Afternoon free	Munich
Monday, June 17 Movenpick-G2	7:45 AM: 11:45 AM: 1:00 PM:	Departure to Neuschwanstein Castle King Ludwig's Neuschwanstein Castle visit Depart for Lausanne with a stopover in Liechtenstein.	Lausanne
Tuesday, June 18		Free Day in Lausanne (Driver free day)	Lausanne
Wednesday, June 19	10:15 AM: 11:45 AM:	Callier Chocolate Factory Visit the village of Gruyere (Depart about 1:30 pm)	Lausanne
Thursday, June 20 Novotel Tour Eiffel-G2	8:00 AM: 9:20 PM:	Travel Lausanne to Paris Evening Metro Orientation in Paris Seine River Cruise	Paris last LDC day-16
Friday, June 21	9:15 AM: 10:30 AM:	Doing Business in Paris Marketing French Brands Free Afternoon/Evening to enjoy Paris	Paris
Saturday, June 22	8:30 AM - 12 PM	Academic Program Time (try at PCC, RE Denis) Afternoon free to explore Paris	Paris
Sunday, June 23 Tower-Sabrina	7:30 AM: 5:00 PM: 6:00 PM:	Depart Paris for London by coach and Ferry. Arrive London and get checked in Free time to explore London	London
Monday, June 24	9:30 AM: 2:00 PM:	Transmission Agency, B2B Marketing West End Design Display Program Free Evening to explore London	London
Tuesday, June 25	9:40 AM: 12:00 PM:	Chelsea Premier League Football Club, Marketing sports Free time to enjoy London Possible West End theater option	London
Wednesday, June 26	6:00 PM	Free Day in London Farewell Dinner and culture celebration	London
Thursday, June 27	8:45 AM: 1:05 PM: 5:10 PM:	Load and Depart for the London Heathrow Airport (LHR-using 2 coaches) Depart London (LHR) for Dallas (DFW) on BA 193 departing at 12:50 PM (45 seats) AA 6950 code share Arrive Dallas (DFW)	Airplane