

1st SMAB Group Trip Madrid 2023

From Friday 17th to Sunday 19th February, 2023

Come and join us for an Innovative Sport Business
Weekend in Madrid!

Partner:

SMA·B
SPORT MANAGEMENT ACADEMY BAYREUTH

Organized by:



www.eventsgb.com - info@eventsgb.com

WELCOME TO MADRID

This programme is a great opportunity for SMAB group to broaden their knowledge in Sport Management. Also increase their international networking while exploring and enjoying different activities in one of the most vibrant cities of Europe.

I'm enthusiastic to provide one more time an unforgettable experience to the participants.

Gerardo Bielons
Director Events GB



THE FOLLOWING UNIVERSITIES HAVE PARTICIPATED IN OUR EVENTS



SCHEDULE IN ADVANCE



FRIDAY, 17 FEBRUARY

TIME	EVENT
08.00 – 13.00	ARRIVAL FLIGHTS FROM GERMANY
14.00	WELCOME BY GERARDO BIELONS DIRECTOR EVENTS GB
14.15 – 15.00	LECTURE: LA LIGA STRATEGY AS A GLOBAL PLAYER IN THE SPORTS & ENTERTAINMENT INDUSTRY
15.00 – 15.45	LECTURE: IMPACT OF SPORT EVENTS ATP MADRID TOURNAMENT
15.45 – 16.00	CONCLUSION & FINAL REMARKS
16.00 – 16.30	SHUTTLE TO TERRITORIO ATLETI
16.30 – 18.30	TERRITORIO ATLETI – GUIDED TOUR
20.00	DINNER BY EVENTS GB AT THE IRISH ROVER



SATURDAY, 18 FEBRUARY

TIME	EVENT
08.00 – 09.00	BREAKFAST
10.00 – 12.00	TOUR BERNABEU AND MUSEUM – REAL MADRID STADIUM
12.00	LEISURE TIME – ENJOY MADRID RETIRO PARK



FEBRUARY



SUNDAY, 19 FEBRUARY

TIME	EVENT
08.00 – 09.00	BREAKFAST
09.00 – 09.20	METRO TO SOL
09.20 – 09.30	WALK TO PLAZA MAYOR
10.00 – 11.30	GUIDED TOUR MADRID DE LOS AUSTRIAS
11.30 – 13.00	ENJOY THE TYPICAL NEIGHBOURHOOD FOR TAPAS CAVA BAJA & LA LATINA MERCADO DE SAN MIGUEL
13.00 – 14.00	LUNCH BY YOUR OWN
14.00	LEISURE TIME – ENJOY MADRID
18.00 – 20.00 TBC KICK OFF!	FOOTBALL MATCH ATLÉTICO DE MADRID VS ATHLETIC DE BILBAO
20.30	FARWELL DINNER AT ATLÉTICO DE MADRID STADIUM



MONDAY, 20 FEBRUARY

TIME	EVENT
From 06.00	FLIGHT BACK TO GERMANY



HOW TO GET TO THE AIRPORT FROM THE HOTEL:

- **OPTION 1**

Metro: (Best option)

1. At Cuzco station (nearest Metro station to hotel), take the Line 10 to Puerta del Sur and get off at Nuevos Ministerios station.
2. Transfer at Nuevos Ministerios to Line 8. (to Airport).
3. Go out at T1, T2 and T3 stop or at T4 station, depending on your flight.

- **OPTION 2**

Taxi: can be taken directly from the hotel and it's a fixed cost of 30€

HOW TO GET FROM CUZCO TO HOTEL SENATOR CASTELLANA

BEST OPTION:

- Metro from T1, T2, T3 & T4 Airport Terminals to Cuzco station, which is the nearest Metro station to hotel.
- Take the metro Line 8 at the Airport T1-T2-T3 station or at the Airport T4 station (depending to which terminal you arrived) to Nuevos Ministerios (last stop).
- Transfer at Nuevos Ministerios to Line 10 (direction to Tres Olivos).
- Stop in Cuzco station and take the exit: Pº de la Castellana - impares, then walk 6-7 minutes to the Hotel.



Address: Julián Besteiro, 37
28020, Madrid



LEISURE TIME OPPORTUNITIES

- Museo Nacional Del Prado: Its walls are lined with masterpieces from the Spanish, Italian and Flemish schools, including Velázquez, El Greco or Goya. Its collection comprises 8,600 paintings and over 700 sculptures.

METRO: Stop at Atocha (Line 1)

- Museo Nacional Centro de Arte Reina Sofía: The National Museum of 20th Century art is named after Queen Sofía and includes excellent collections of most famous Spanish artists including pieces from Pablo Picasso and Salvador Dali.

METRO: Stop at Atocha (Line 1)

- Parque de El Retiro : Is one of the largest parks in Madrid and features many different activities. From free concerts on Sundays to multiple exercise groups or rowing a boat on the park lake.

METRO: Stop at Atocha (Line 1)



LEISURE TIME OPPORTUNITIES

- Gran Via: commonly known as the “Spanish Broadway” is the main street of the city where you can find many theatres, cinemas and shops. It has an exciting atmosphere 24/7.

METRO: Stop at Gran via or Callao (Lines 5 – 3)

- Plaza Mayor: The principal square of Madrid host some of greatest bars and restaurants in Madrid. The Plazas vibrant atmosphere and its traditional architecture is a must see!

METRO: Stop at Sol (Line 1 – 2 – 3)

- El Rastro: Is an outside market held every Sunday in Madrid between 9am and 3pm. A great chance to explore a market from hundreds of different sellers with many Spanish specialties and antiques.

METRO: Stop at La Latina (Line 5)

- La Latina: the lively and colorful area of La Latina is a maze of narrow lanes filled with tapas bars and cantinas.

METRO: Stop at La Latina (Line5)



LEISURE TIME OPPORTUNITIES

- Templo de Debod: Is an Egyptian temple dating back to the 2nd century BC. The temple was donated to Spain by the Egyptian government to save it from floods following the construction of the great Aswan Dam.

METRO: Stop at Plaza España (Line 10 – 3)

- Sol: Is one of Madrid's most relevant squares. Surrounded by many historical streets, such as Calle Mayor, Calle Arenal, Calle Alcalá and Calle Preciados, which converge here. Also, it contains several of the city's best known landmarks such as the famous clock at Casa de Correos, the plaque marking Kilometro Cero and the statue of the bear on the Strawberry Tree.

METRO: Stop at Sol (Line 1- 2 –3)

- Palacio Real Y Catedral de La Almudena: Home to the Kings of Spain from Charles III to Alfonso XIII, Madrid's Royal Palace takes us on a journey through the history of Spain. Though it is no longer the royal family's home, it continues to be their official residence which can be visited.

METRO: Stop at Opera (Line 5 – 2)



MORE FUN IN MADRID

- Enjoy a wonderfur bike ride at La Casa de Campo or Madrid Río.

Some suggestions of where you car rent de bikes:

1. **Trixi bike rental & guided tours:** From 4€
(C/ Jardines, 12)
2. **Mi bike rio:** From 5€
(C/ Aniceto Marinas, 26)



SOME RESTAURANTS

- **TABERNA EL SUR**

C/ De la Torrecilla del Leal, 12, 28012

- **LATERAL**

Paseo de la Castellana, 89, 28046

C/Fuencarral, 43, 28004

- **OJALÁ**

C/San Andres, 1, 28004

- **PEZ TORTILLA**

C/ Pez, 36, 28004

- **PUBLIC**

C/ Del Desengaño, 11, 28004

- **MERCADO DE SAN ILDEFONSO**

C/ De Fuencarral, 57, 28004



PUBLIC TRANSPORT IN MADRID

METRO

Is open daily from 6:00 a.m. to 1:30 a.m., although some exits have limited opening times. Service frequency depends on the line, time of the day, and day of the week, varying between 2 to 5 minutes in peak hour and 15 minutes on evenings.

DOWNLOAD METRO MAP AT:
(www.metromadrid.es)



MADRID CITY BUSES: EMT

Urban buses operate daily from 6:00 a.m. to 11:45 p.m. Service frequency along a particular route depends on the time of the day and the bus route and may fluctuate between 5 and 8 minutes. From 11:45 p.m. through the whole night, a network of 25 night bus lines comes into operation - these buses are commonly known as "owls". In addition to this, during weekends some night bus routes, called "Metro Buhos", operate while the underground system is closed.

(www.emtmadrid.es)

PUBLIC TRANSPORT IN MADRID

To use public transport in Madrid it is necessary to buy a multipurpose card that includes metro, train and bus routes.



□ How to acquire it

The Tourist ticket can be purchased in the following points of sale:

1. At the **Adolfo Suárez Madrid-Barajas Airport**:
 - T1-T2-T3 Terminal
 - T4 Terminal
2. At all the **Metro de Madrid** network stations.

• Fares

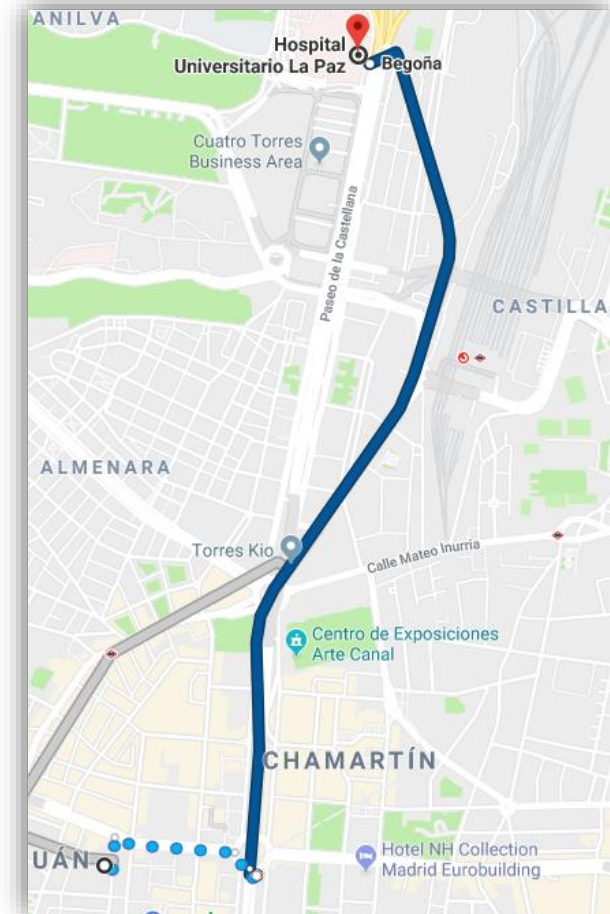
Zone	1 day	2 days	3 days	4 days	5 days	7 days
A	8,40 €	14,20 €	18,40 €	22,60€	26,80€	35,40 €

HOW TO GET TO THE NEAREST HOSPITAL

□ HOSPITAL UNIVERSITARIO LA PAZ

METRO:

1. From Cuzco to Begoña station going towards Tres Olivos/Hospital Infanta Sofía.
2. Follow the signs for Cdad. Sanitaria La Paz and you have to walk 80 meters



OUR SERVICES INCLUDE

- 3 nights Accommodation and Breakfast in 3* Senator Castellana Hotel – Double Room
- 2 Professional Lectures
- Guided tour Madrid de los Austrias
- Territorio Atleti – Guided Tour
- Ticket for La Liga Football Match: Atlético de Madrid vs Athletic de Bilbao
- Tour Bernabéu and Museum – Real Madrid Stadium
- Welcome Dinner at The Irish Rover
- Farwell Dinner at Atlético de Madrid Stadium
- Certificate of Attendance

*Activities subject to changes due to the football match date and time.



TOTAL FEES:

Option 1	3* Hotel Double Room Breakfast Included	485€
Option 2	3* Hotel Single Room Breakfast Included	605€

Payment should be done before 30th January 2023 by:

- Bank Transfer:

Issuing Bank:

LA CAIXA Address: Poeta Joan Maragall, 44, 28020 Madrid – Spain

BIC/SWIFT: CAIXESBBXXX

I.B.A.N: ES13 2100 4770 19 0200192400

Beneficiary: GB Creation & Advice Consulting 2000 S.L.

- Credit Card via <https://eventsgbpayments.com/>

HOPE YOU WILL ENJOY THE QUALITY
SERVICES WITH

