

Patrocinan:



UNIVERSIDAD DE MÁLAGA

spring

III SPRING INTERNATIONAL CONGRESS

Sports Marketing, Journalism, Communications and Sponsorship: Current trends and perspectives

20-21 FEBRUARY 2025

Facultad de Ciencias de la Comunicación
University of Málaga



[Check the complete program here](#)



Colaboran:



Patrocinan:



Colaboran:



THURSDAY 20

9 am - 6:30 pm

ITINERARY		
8:30 am	Aula Magna de la Facultad de Ciencias de la Comunicación Registration	
9:00 am	Aula Magna Welcome address	
9:15 am	Central Gallery Opening of the exhibition "Women in Sports Communication"	
9:45 am	Aula Magna 1st Keynote: Raymond Boyle, University of Glasgow; Richard Haynes, University of Stirling Sport in the Global Platform Age: the case of Formula 1 (F1)	
11:00 am	Faculty Garden Coffeee break	
11:15 am	Aula Magna Panel 1 (English)	Sala de Grados Turismo Panel 3 (Spanish)
12:45 pm	Faculty Restaurant Lunch	
02:00 pm	Aula Magna Panel 2 (English)	Sala de Grados Turismo Panel 4 (Spanish)
04:30 pm	Aula Magna 2nd Keynote: Javier García Márquez, BeSoccer How to reach the world from Málaga: the case of BeSoccer	
04:45 pm	Faculty Garden Coffeee break	
05:15 pm	Aula Magna 3rd Keynote: Marcela Garza, La Salle- Universitat Ramon Llul From sponsorship to digital partnership: Euroleague Basketball case study	
06:30 pm	End of the first day	

FRIDAY 21

9 am - 3.30 pm

ITINERARY		
9:00 am	Aula Magna 4th Keynote: José Luis Rojas- Torrijos, University of Sevilla Teaming up with influencers to reach new audiences: the successful experience of Marca covering the Euro 2024 on WhatsApp	
10:00 am	Aula Magna Panel 5 (English)	Sala de Grados Turismo Panel 7 (Spanish)
11:30 am	Faculty Garden Coffeee break	
11:45 am	Aula Magna Panel 6 (English)	Sala de Grados Turismo Panel 7 (Spanish)
01:15 pm	Faculty Restaurant Lunch	
02:15 pm	Aula Magna 5th Keynote: Miguel Delaney (online), <i>The Independent</i> Sports washing in football	
03:15-3:30 pm	Aula Magna Closing Remarks	

THURSDAY 20

*Please note that the conference dinner will take place at 9.00 PM, followed by a flamenco show at 10.30 PM. Both events will be held at Alegría Flamenco Málaga, located at C. Vélez Málaga, 6, 29016, Málaga.

FRIDAY 21

*Please note that on Saturday, the 22nd, there will be a visit to La Rosaleda Stadium at 10.00 AM.