

INTERNATIONAL MASTERCLASS

MARCH 2015 | PRESTON



Our train

Our station

Our citizens

AGENDA

TUESDAY 24TH MARCH

Time	Place	Activity	
8:15	Preston Station	Meet at main ramp	
8:38		Catch train to Burnley	
9:11	Burnley Manchester Road Station	Arrive at Burnley, quick tour of station,	
9:30		Walk to Victoria Mill, Burnley	
10:00	University Technical College, Victoria Mill, Burnley	Introduction to the master class and project	
10:15		Task 1: group discussion around market segments and prepare questions for task 2.	
10:45		Tea and coffee	
11:00		Kate Ingram (Burnley Council), presentation and questions	
11:30		Task 2: interviews with members of target groups	
12:30		Lunch	
13:45		Burnley Manchester Road Station	Walk to Burnley station
14:12		Train to Blackpool	
15:15	Blackpool North Station	David Simper (Blackpool Transport Policy)	
15:45	Blackpool Winter Gardens	Presentation from David Simper, tea and coffee	
16:30	Blackpool	Walking tour	
17:00		Free time	
17:30	The Beach House	Evening meal	
19:30	The Beach House	Walk to Blackpool North	
20:03	Blackpool North Station	Train back to Preston	
20:30	Preston	Arrive Preston – free time	

WEDNESDAY 25TH MARCH

Time	Place	Activity	
8:30	Media Innovation Studio, Media Factory, UCLan main campus, Preston	Arrival and briefing for day's activities	
9:00		Opening presentation, Ruth Connor (Visit Lancashire)	
9:20		Group work	
10:45		Tea and coffee	
11:10		Group work continued	
12:00		Lunch	
13:00		Student presentations	
15:30		Final words	
16:00		End of masterclass	
		Public lecture by Professor Martina Fromhold-Eisebith "Major challenges of regional development in the European Union". 18:00-19:00, Lecture Theatre 2, Foster Building, UCLan main campus, Preston	

