

University of North Carolina at Greensboro, Prague, March 08 - March 14, 2015

Sun, Mar 08, 2015		welcome to Prague	day 1
morning	arrive Prague		air
	meet ISP representative at the airport		
	transfer to hotel, drop-off luggage		bus transfer
	lunch on your own		
afternoon	cultural event: guided tour of Prague explore the magical 'city of a hundred spires,' walk through its fairy-tale small lanes and see its major landmarks such as Old Town Square and its astronomical clock, Wenceslas Square, and Charles Bridge		public transport/walk
	return to hotel/ check-in		
evening	welcome dinner with folkore show a joyful cultural experience combining traditional food with traditional customs and music		public transport/restaurant
	return to hotel		public transport

Mon, Mar 09, 2015		(re)examining the Czech Republic	day 2
	breakfast		hotel restaurant
morning	visit: how the Czech Republic fit into the EU puzzle: historically, socially, and economically e.g. Obcansky institut (Civic Institute) management presentation, discussion		public transport
	lunch on your own		
afternoon	visit: staying competitive in the post-crisis, digital world e.g. BENES a LAT, a.s. (engineering castings manufacturer) management presentation, discussion, tour of facilities		bus half day
	rest of the day at leisure		

Tue, Mar 10, 2015		establishing a reputation	day 3
	breakfast		hotel restaurant
morning	visit: investing in the Czech Republic: obstacles and opportunities e.g. Siemens management presentation, discussion		public transport
	lunch on your own		
afternoon	visit: refocusing global strategy for Czech consumers e.g. Lion Communications management presentation, case study, discussion		public transport
evening	free to relax		
	OR		
	optional cultural event: State Opera House enjoy a classical masterpiece (performance dependent on schedule) and take in the exquisite beauty of the Prague Opera House		sts pay individually

Wed, Mar 11, 2015		a testament to Czech talent	day 4
	breakfast		hotel restaurant
morning	visit: strategic vision turning a local company into a global brand e.g. Avast management presentation, discussion		bus full day
	lunch on your own		
afternoon	visit: transforming a Czech company through maintaining traditional quality e.g. Manufaktura management presentation, discussion, tour of facilities		
evening	free to relax		
	OR		
	optional cultural event: Escape Game a unique and interactive puzzle event where teams solve mysteries and clues within a time limit		sts pay individually

Thu, Mar 12, 2015		Karlovy Vary	day 5
	breakfast		hotel restaurant
early morning	transfer to Karlovy Vary (duration approx. 2 hrs)		bus full day
	visit: creating a successful export marketing strategy e.g. Jan Becher - Karlovarska Becherovka, a. s. management presentation, discussion		
	lunch on your own		
afternoon	free to explore the city		
	transfer to Prague (duration approx. 2 hrs)		
evening	arrive Prague, rest of the day at leisure		

Fri, Mar 13, 2015		the golden city	day 6
	breakfast		hotel restaurant
morning	free for sightseeing & shopping		
	lunch on your own		
afternoon	cultural event: Prague castle discover the palaces, ancient churches, viewing towers, and many other fascinating buildings encompassed in this massive complex; the largest medieval castle complex in Europe		public transport
evening	farewell dinner		public transport/restaurant
	return to hotel		public transport

Sat, Mar 14, 2015		depart for the US	day 7
	breakfast		hotel restaurant
morning	check out, transfer to the airport		bus transfer
	depart for USA		air