

**APPLYING AI IN SOCIAL MEDIA AND COMMUNICATION BIP**  
**Vilniaus kolegija/ Higher Education Institution, Faculty of Business Management**  
 Didlaukio 49, Vilnius, Lithuania

**May 5-9, 2025**

**Virtual meeting: 10:00-11:30 CET April 10<sup>th</sup>**

Monday, May 5 <sup>th</sup> ARRIVAL DAY		
Time	Activity	Place
12:30-13:00	Arrival and Registration	1 <sup>st</sup> floor
13:00-13:15	Welcome: Vilma Kardauskė, Head of Advertising and Communication Department	Washington, 3 <sup>rd</sup> floor
13:15-14:00	Keynote and Introduction into the Challenge: Agnėsta Filatovė, <a href="#">ArtTech Agency Lithuania</a>	
14:00-15:00	Tastes of Cultures	
Tuesday, May 6 <sup>th</sup> CHALLENGE DAY		
Time	Activity	Place
10:15-11:45	Generating Ideas for Challenge Solution: Lect. Karolis Visockas	Lima, 3 <sup>rd</sup> floor
11:45-12:30	Lunch	Ground Floor
12:30-14:00	Creativity Workshop: Lect. Valdas Dambrava	Washington, 3 <sup>rd</sup> floor
15:30-17:00	Company Visit	tbc
Wednesday, May 7 <sup>th</sup> EXPLORATION DAY		
Time	Activity	Place
11:00-12:00	Museum Visit	tbc
13:00-15:00	Explore Vilnius: Walking tour in the Old town and Užupis	Meeting point: Bell Tower in Cathedral Square
Afternoon	Working on Presentations, Free Time	
Thursday, May 8 <sup>th</sup> CHALLENGE SOLUTION DAY		
Time	Activity	Place
10:15-11:45	Practical Visualisation: Lect. Karolis Visockas	Lima, 3 <sup>rd</sup> floor
11:45-12:30	Lunch	Ground Floor
12:30-14:00	Teamwork for Final Presentation Preparation: Lect. Valdas Dambrava	Lima, 3 <sup>rd</sup> floor
Afternoon	Final Revision of Presentations, Free Time	
Friday, May 9 <sup>th</sup> PRESENTATIONS/ DEPARTURE		
Time	Activity	Place
9:00-9:30	Morning Coffee	Washington, 3 <sup>rd</sup> floor
9:30-11:45	Students' Presentations: Challenge Solutions. Feedback, Group Photo.	
11:45-12:30	Lunch/ Departure	Ground Floor

Contact: The Head of Advertising and Communication Department Vilma Kardauskė, [v.kardauske@viko.lt](mailto:v.kardauske@viko.lt)

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