## 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 10th

13:15–14:00     Keynote and introduction into the Challenge: Agnesta Filatove, ArtTech Agency Lithuania       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     bc       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     Ima, 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       11:45–12:30     Lunch     Ground Floor     Lima, 3 <sup>rd</sup> floor       12:30–14:00     Teamwork for Final Presentation Preparation: Lect. Valdas Dambrava     Lima, 3 <sup>rd</sup> floor       Afternoon <t< th=""><th colspan="4">Monday, May 5<sup>th</sup> ARRIVAL DAY</th></t<>	Monday, May 5 <sup>th</sup> ARRIVAL DAY			
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: Agnesta Filatovė, ArtTech Agency Lithuania     Washington, 3 <sup>rd</sup> floor       14:00–15:00     Tastes of Cultures     Energy Lithuania       14:00–14:00     Tastes of Cultures     Energy Lithuania       14:00–15:00     Tastes of Cultures     Energy Lithuania       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     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       13:00-15:00     Explore Vilnius: Walking tour in the Old town and Užupis     Meeting point: Bell       13:00-15:00     Explore Vilnius: Walking tour in the Old town and Užupis     Meeting off floor       11:45–12:30     Lunch     Ground Floor     Tower in Cathedral Square       10:15–11:45     Practical Visualisation: Lect. Karolis Visockas     Lima, 3 <sup>rd</sup> floor       11:45–12:30     Lunch     G	Time	Activity	Place	
13:00-13:15Communication DepartmentWashington, 3rd floor13:15-14:00Keynote and Introduction into the Challenge: Agnesta Filatové, ArtTech Agency LithuaniaWashington, 3rd floor14:00-15:00Tastes of CulturesPlaceImmediate ActivityPlace10:15-11:45Generating Ideas for Challenge Solution: Lect. Karolis VisockasLima, 3rd floor11:45-12:30LunchGround Floor12:30-14:00Creativity Workshop: Lect. Valdas DambravaWashington, 3rd floor15:30-17:00Company VisittbcWednesday, May 7th EXPLORATION DAYTimeActivityPlace11:00-12:00Museum Visittbc13:00-15:00Explore Vilnius: Walking tour in the Old town and UžupisMeeting point: Bell Tower in Cathedral Square11:15-11:45Practical Visualisation: Lect. Karolis VisockasLima, 3rd floor11:15-11:45Practical Visualisation: Lect. Karolis VisockasLima, 3rd floor11:10-11:45Practical Visualisation: Lect. Karolis VisockasLima, 3rd floor11:15-11:45Practical Visualisation: Lect. Karolis VisockasLima, 3rd floor11:45-12:30LunchGround Floor12:30-14:00Teamwork for Final Presentation Preparation: Lect. Valdas DambravaLima, 3rd floor11:45-12:30LunchGround Floor12:30-14:00Teamwork for Final Presentation Preparation: Lect. Valdas DambravaLima, 3rd floor12:30-14:00Final Revision of Presentations, Free TimeLima, 3rd floor </td <td>12:30-13:00</td> <td>Arrival and Registration</td> <td>1<sup>st</sup> floor</td>	12:30-13:00	Arrival and Registration	1 <sup>st</sup> floor	
13:15–14:00     Keynote and introduction into the Challenge: Agnesta Filatove, ArtTech Agency Lithuania       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     bc       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     Ima, 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       11:45–12:30     Lunch     Ground Floor     Lima, 3 <sup>rd</sup> floor       12:30–14:00     Teamwork for Final Presentation Preparation: Lect. Valdas Dambrava     Lima, 3 <sup>rd</sup> floor       Afternoon <t< td=""><td>13:00–13:15</td><td></td><td rowspan="2">– Washington, 3<sup>rd</sup> floor</td></t<>	13:00–13:15		– Washington, 3 <sup>rd</sup> floor	
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12:30–14:00     Dambrava       Afternoon     Final Revision of Presentations, Free Time       Friday, May 9 <sup>th</sup> PRESENTATIONS/ DEPARTURE       Time       9:00-9:30     Morning Coffee       Washington 3 <sup>rd</sup> floor	11:45-12:30	Lunch	Ground Floor	
Friday, May 9 <sup>th</sup> PRESENTATIONS/ DEPARTURE     Time   Activity   Place     9:00-9:30   Morning Coffee   Washington 3 <sup>rd</sup> floor	12:30-14:00	*	Lima, 3 <sup>rd</sup> floor	
Time   Activity   Place     9:00-9:30   Morning Coffee   Washington 3 <sup>rd</sup> floor	Afternoon	Final Revision of Presentations, Free Time		
9:00-9:30 Morning Coffee Washington 3 <sup>rd</sup> floor				
Washington 3 <sup>rd</sup> floor			Place	
Students' Presentations: Challenge Solutions washington, 5 <sup>-1100</sup>	9:00-9:30	Morning Coffee	Washington 2rd floor	
9:30–11:45 Feedback, Group Photo.	9:30–11:45	Students' Presentations: Challenge Solutions. Feedback, Group Photo.	wasnington, 3 <sup>th</sup> Hoor	
11:45-12:30 Lunch/Departure Ground Floor	11:45-12:30	Lunch/ Departure	Ground Floor	

Contact: The Head of Advertising and Communication Department Vilma Kardauskė, <u>v.kardauske@viko.lt</u> Location: Didlaukio str 49, 08303 Vilnius, Lithuania