**Monday**

10.00 - 11.55  "The Use of Marketing Communication Instruments by Cities and Towns in the Process of Creating the Image of the Place", Joanna Wiazewicz & Marcin Merkwa, Rzeszow University of Technology, Poland, Hosting Lecturer: Assit Prof. Dr. Dragi TURKIĆ (Class: C-001)  
11.30 - 13.05  "Introduction into Soft Computing", Zuzana OPLATKOVÁ, Tomas Bata University in Zlin, Czech Republic, Hosting Lecturer: Assit Prof. Dr. Tarnik TERCİ (Class: C-116)  
13.30 - 16.15  "Management in the Organization", Anna SOKOLOWSKA, Higher School of Business in Poland, Hosting Lecturer: Assist Prof. Dr. Dragi TURKIĆ (Class: F-105)  

**Tuesday**

09.55 - 12.30  "The Use of Marketing Communication Instruments by Cities and Towns in the Process of Creating the Image of the Place", Joanna Wiazewicz & Marcin Merkwa, Rzeszow University of Technology, Poland, Hosting Lecturer: Assit Prof. Dr. Dragi TURKIĆ (Class: C-014)  
10.00 - 12.00  "Fashion and Arts", Maria STRANEKOVA TBU in Zlin, Czech Republic, Hosting Lecturer: Assit Prof. Dr. Tarnik TERCİ (Class: C-006)  
12.30 - 13.00  "LUNCH"  

**Wednesday**

10.00 - 12.00  "Warranties and Law of Damages in the Tourism Sector in the EU", Eustachio Andrea, IN University of Applied Sciences, Austria, Hosting Lecturer: Prof. Dr. Ihe PIRNAR (Class: F-105)  
10.00 - 11.00  "Paradigm for New Public Management", Georgieva Comel University, Odzakov in Constanta, Romania, (Cinema Hall)  
11.00 - 12.00  "Lublin Region at the Crossroads of Europe", Julia Rychlyszna, College of Enterprise and Administration in Lublin, Poland, (Cinema Hall)  
12.30 - 13.00  "Workshop on European Framework of Qualifications", Anna LEKIER, Higher School of Business in Gorzow, Poland, Place: Yasar University EU Centre  
13.30 - 16.05  "Introduction into Soft Computing", Zuzana OPLATKOVÁ, Tomas Bata University in Zlin, Czech Republic, Hosting Lecturer: Assit Prof. Dr. Tarnik TERCİ (Class: Network Lab.)  
13.30 - 16.05  "Musique"; Simon CHRESTINE, Conservatoire a Rayonnement Regional de l'Or Chavez, France, Hosting Lecturer: Lecturer: Piyan SISIRIK, (Class: M-106)  
15.20 - 17.00  "Methods and approaches of Foreign Language Education", Katarzyna PITALKA, Tomas Bata University in Zlin, Czech Republic, Hosting Lecturer: Assit Prof. Dr. Tarna SÝLEHLER TERÇİ (Class: C-002)  

**Thursday**

09.55-12.30  "Logistics Management-Trends and Strategies", Kostadin KRATCHANOV, Higher School of Business in Gorzow, Poland, Hosting Lecturer: Assit Prof. Dr. Yavuz ATAKONU (Class: D-002)  
10.00 - 12.00  "Benefits of EU Law for Tourists in Europe", Dr. Markus Grabke, IN University of Applied Sciences, Germany, Hosting Lecturer: Prof. Dr. Ihe PIRNAR (Class: F-02)  
10.00 - 12.00  "Education of Art in the Department of Visual Arts and Art", Sandor ARANY & Agnes EREMY, University of University ofudapest, Hungary, Hosting Lecturer: Prof. Dr. Green BOUSS (Class: Print Workshop)  
10.00 - 11.30  "Two Centuries of Masterworks of Italian Music (Violin)", Flavia Dansa Maddalena, Conservatorio Roi Manzoni, Italy, Hosting Lecturer: Hosting Lecturer: Prof. Dr. Marco SIOSIN (Class: M-101)  
10.00 - 11.30  "Diagram of Graphic Design Curriculum at FUL", Frederik van TUI in Zlin, Czech Republic, (Cinema Hall)  
12.30 - 13.00  "LUNCH"  
13.30 - 16.15  "The Use of Marketing Communication Instruments by Cities and Towns in the Process of Creating the Image of the Place", Joanna Wiazewicz & Marcin Merkwa, Rzeszow University of Technology, Poland, Hosting Lecturer: Assit Prof. Dr. Oksana Arkim AKAR (Class: G-001)  
13.30 - 15.30  "Identity Construction in Academic Environment: Case Studie of Odysseys University" Ana Rocio SÁNCHEZEC, University Ovidius in Constanta, Romania, (Cinema Hall)  
13.30 - 18.00  "Virtual Studio in Television", Edithan Galo CURUZIO Politecnica Valencia (UPV), Spain, Hosting Lecturer: Assit Prof. Dr. Gajo INCEALIC (Class: C-012)  
13.00 - 16.00  "Marketing in Bata Factories", Justelieicka Ichokhova, TBU in Zlin, Czech Republic, Hosting Lecturer: Ceren ALTUNTAŞ (Class: F-104)  

**Friday**

09.55 - 12.30  "Logistic Management-Trends and Strategies", Kostadin KRATCHANOV, Higher School of Business in Gorzow, Poland, Hosting Lecturer: Assit Prof. Dr. Yavuz ATAKONU (Class: C-116)  
09.30 - 11.30  "The Use of Marketing Communication Instruments by Cities and Towns in the Process of Creating the Image of the Place", Joanna Wiazewicz & Marcin Merkwa, Rzeszow University of Technology, Poland, Hosting Lecturer: Assit Prof. Dr. Sena štuka (Class: D-002)  
12.30 - 13.30  "LUNCH"  
13.30 - 15.30  "The Significance of Geopolitics in Contexts of Globalization Process", Gencas CMEM, Polish Naval Academy, Poland, Hosting Lecturer: Assit Prof. Dr. Dayan EMM (Class: C-010)  
13.30 - 16.15  "Terrorism is piracy...the New Legal Definition of International Terrorism", Assoc. Prof. BARTOZ, Polish Naval Academy, Poland, Hosting Lecturer: Assit Prof. Dr. Ahem Ankar AKAR (Class: G-001)  
13.30 - 16.30  "Identity Construction in Academic Environment: Case Studie of Odysseys University" Ana Rocio SÁNCHEZEC, University Ovidius in Constanta, Romania, (Cinema Hall)  
13.30 - 18.00  "Virtual Studio in Television", Edithan Galo CURUZIO Politecnica Valencia (UPV), Spain, Hosting Lecturer: Assit Prof. Dr. Gajo INCEALIC (Class: C-012)  
13.00 - 16.00  "Marketing in Bata Factories", Justelieicka Ichokhova, TBU in Zlin, Czech Republic, Hosting Lecturer: Ceren ALTUNTAŞ (Class: F-104)  

**Saturday**

09.30 - 17.30  EPHEMERIS & SURFING TOUR

**Sunday**

10.00 - 17.30  "Two Centuries of Masterworks of Italian Music (Guitar)", Flavia Dansa Maddalena, Conservatorio Roi Manzoni, Italy, Hosting Lecturer: Hosting Lecturer: Prof. Dr. Marco SIOSIN (Class: M-101)  
13.30 - 16.15  "World Music in the Organisation", Sandra ARAND & Agnes EREMY, University of University ofudapest, Hungary, Hosting Lecturer: Prof. Dr. Green BOUSS (Class: Print Workshop)  
10.00 - 12.00  "Future of the Tourism Industry", Assoc. Prof. BARTOZ, Polish Naval Academy, Poland, Hosting Lecturer: Assit Prof. Dr. Ahem Ankar AKAR (Class: G-001)  
10.00 - 12.00  "Learning in a Global Environment: Case Studie of Odysseys University" Ana Rocio SÁNCHEZEC, University Ovidius in Constanta, Romania, (Cinema Hall)  
10.00 - 12.00  "Virtual Studio in Television", Edithan Galo CURUZIO Politecnica Valencia (UPV), Spain, Hosting Lecturer: Assit Prof. Dr. Gajo INCEALIC (Class: C-012)  
13.00 - 16.00  "Marketing in Bata Factories", Justelieicka Ichokhova, TBU in Zlin, Czech Republic, Hosting Lecturer: Ceren ALTUNTAŞ (Class: F-104)