



CREATING THE NEW

1st IR Tutorial Workshop – Wednesday, June 24, 2015

Address adidas Group HQ: adidas World of Sports, Adi-Dassler-Straße 1, 91074 Herzogenaurach

Time		Activity
14:00	14:45	Football presentation – Markus Baumann (General Manager)
	15:00	Q&A session
15:00	15:15	Coffee break (15 minute webcast break)
15:15	16:00	Running presentation – Adrian Leek (General Manager)
	16:15	Q&A session
16:15	16:30	Coffee break (15 minute webcast break)
16:30	17:15	Originals presentation – Arthur Hoeld (General Manager)
	17:30	Q&A session
17:30		End of event