

EVENT-DRIVEN INNOVATION: ZOOMING IN ON THE WORLD SURF LEAGUE 2024

12.FEB-11.MARCH.2024

SAP OVERVIEW

Innovation plays a critical role in today's events industry to provide unique experiences to guests and satisfying a diverse range of stakeholders and interests. During this SAP you will prototype and test innovative solutions during the World Surf League 2024 (MEO Rip Curl Pro Portugal) stage in Peniche, Portugal's top surfing destination. Your design challenge will focus on maximizing the impact of the event to ensure sustainable socio-economic, cultural and environmental benefits for the local community.

LEARNING OUTCOMES

At the end of this SAP, you will be able to:

- Understand the unique socio-economic, cultural, environmental and regulatory context of Peniche
- Recognize the impact of events on (local) society
- Utilize Design Thinking methodology to create innovation event solutions in multidisciplinary teams
- Consider the success factors of sustainable events when designing impactful, innovative, and sustainable event solutions addressing the local context

+INFO: www.run-eu.eu

Organised by: NHL STENDEN
IP LEIRIA
TUS

DATE From **12 February to 11 March 2024**
Face-to-Face Week: IP LEIRIA, Peniche, Portugal 6-11 March
ESTM

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 4

ACADEMIC RECOGNITION

To be defined by each higher education institution. Generally, most students will have this SAP certified in their diploma supplement, as a minimal condition

ELIGIBLE PARTICIPANTS

All RUN-EU degree students, with preference for students with interest in events, community, sustainability and innovation.

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

17 January 2024

CONTACT DETAILS

Joyce Heijnen
Joyce.heijnen1@nhlstenden.com

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SELECTION CRITERIA

Motivation, wide representation of fields of study and balanced participation of RUN-EU member institutions.

LEARNING AND TEACHING STRATEGY

Challenge-based, design driven project work.
Collaborative learning in internationally mixed groups (multidisciplinary).
Case studies.
Peer learning (feedback).
Platform used: MS Teams.

PREREQUISITES

None.

COURSES LEADERS | LECTURERS

Courses leaders | lecturers

João Paulo Jorge (IPLeiria) jjorge@ipleiria.pt
Fernanda Oliveira (IPLeiria) foliveira@ipleiria.pt
Ana Sofia Viana (IPLeiria) sviana@ipleiria.pt
Joyce Heijnen (NHL Stenden) joyce.heijnen1@nhlstenden.com
Marie Mitchell (TUS) marie.mitchell@tus.ie
Roos de Neijs (NHL Stenden) roos.de.neijs@nhlstenden.com

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PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

The lump sums will be announced later within the RUN-EU 2.0 frame.

MEANS AND CRITERIA FOR ASSESSMENT

Final presentation specifying how the knowledge gained was used during the design thinking process, the design thinking process itself and the cooperation within the group and with stakeholders.

CERTIFICATION

The participants who successfully complete this RUN-EU SAP, will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

REFERENCE READING

None.

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PROGRAMME AT A GLANCE

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	GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
	GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
	GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 13/02		RECORDED LECTURE								INTRO	LECTURE	
WEDNESDAY 14/02		RECORDED LECTURE	TEAM WORK									
THURSDAY 15/02		RECORDED LECTURE	TEAM WORK						Q&A CLIENTS	TEAM WORK	Q&A LOCAL STAKE-HOLDERS	
FRIDAY 16/02		GUEST LECTURE - RECORDED					RECORDED LECTURE			TEAM WORK		
MONDAY 19/02		GUEST LECTURE - RECORDED					TEAM WORK					
TUESDAY 20/02										PRESENTATION		
THURSDAY 22/02		TEAM WORK / INDEPENDENT LEARNING								WORKSHOP		
FRIDAY 23/02		WORKSHOP					TEAM WORK / INDEPENDENT LEARNING					

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	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 26/02	TEAM WORK / INDEPENDENT LEARNING					RECORDED LECTURE					
TUESDAY 27/02	TEAM WORK								FIRST TEST PROTOTYPE		
WEDNESDAY 28/02	TEAM WORK										
THURSDAY 29/02	TEAM WORK								SECOND TEST PROTOTYPE		

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PROGRAMME AT A GLANCE

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	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+2											
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 6/03		INTRO TO PROGRAM	PRESENTATIONS AT ESTM				PENICHE				
THURSDAY 7/03	WORKSHOP AT ESTM		Q&A WITH LOCALS	LUNCH BREAK	STAKEHOLDERS MEETING	CLIENT MEETING					
FRIDAY 8/03	DEVELOP PROTOTYPE			LUNCH BREAK	DEVELOP PROTOTYPE		TEST				
SATURDAY 9/03	DEVELOP PROTOTYPE			LUNCH BREAK	TEST YOUR PROTOTYPE						
SUNDAY 10/03	VISIT WSL										
MONDAY 11/03	PRESENTATION DESIGN THINKING REFLECTION			LUNCH + ENDING SESSION	TRAVEL TIME						

EVENT-DRIVEN INNOVATION: ZOOMING IN ON THE WORLD SURF LEAGUE 2024

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13 FEBRUARY

TUESDAY 16h00-18h00 GMT • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 13/02	RECORDED LECTURE								INTRO	LECTURE	

Introduction Lecture

- 🕒 16h00-17h00
- 📅 Lecture / Workshop Pre-recorded Lecture
- 👤 João Paulo Jorge (IPLeiria), Fernanda Oliveira (IPLeiria), Ana Sofia Viana (IPLeiria), Joyce Heijnen (NHL Stenden), Marie Mitchell (TUS)

Lecture

- 🕒 1.5 hours
- 📅 Schedule Independently
- 👤 Anna Diachkova (NHL Stenden)
- 📅 Recorded Lecture on Intercultural Inclusivity

Delivery of impacts and benefits events

- 🕒 17h00-18h00
- 📅 Group Work
- 👤 Marie Mitchell (TUS)
João Paulo Jorge (IPLeiria)

EVENT-DRIVEN INNOVATION: ZOOMING IN ON THE WORLD SURF LEAGUE 2024

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14 FEBRUARY WEDNESDAY 9h00-19h00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 14/02		RECORDED LECTURE	TEAM WORK								

Sustainable practise processes & academic papers on impacts and benefits

- 🕒 1.5 hours
- 📅 Schedule Independently
- 👤 Guest Lecturer
NHL Stenden
- 📺 Recorded Lecture

Team Work

- 🕒 2 hours
- 📅 Schedule with group
- 📄 Empathise: Research & Prepare for Q&A
- 👤 Students

15 FEBRUARY THURSDAY 9h00-18h30 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 15/02		RECORDED LECTURE	TEAM WORK		LUNCH BREAK				Q&A CLIENTS	TEAM WORK	Q&A LOCAL STAKE-HOLDERS

Background details to local stakeholders

- 🕒 9h00-13h00
- 📺 Pre-recorded Lecture
- 👤 Ana Sofia Viana
João Paulo Jorge

Team Work

- 🕒 14h00-16h00
- 📅 Schedule with group
- 📄 Coming up with questions for stakeholders & clients

Q&A Clients

- 🕒 16h00-17h00
- 📅 Group Work
- 📄 Q&A clients

Team Work

- 🕒 17h00-17h30
- 📅 Schedule with group
- 📄 Reflect on lecture & assignment.

Q&A Clients

- 🕒 17h30-18h30
- 📅 Group Work
- 📄 Q&A local stakeholders

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16 FEBRUARY FRIDAY 9h00-19h00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 16/02	GUEST LECTURE - RECORDED						RECORDED LECTURE		TEAM WORK		

Guest Lecture

- 🕒 1.5 hours
- 📅 Schedule Independently
- 📺 Recorded Lecture
- 👤 Guest Lecturer
- 📄 What is design thinking and how does testing at an event work (opportunities & pitfalls)

Recorded Lecture

- 🕒 1.5 hours
- 📅 Schedule Independently
- 📺 Recorded Lecture
- 👤 TBD
- 📄 Make a user Persona (empathise)

Team Work

- 🕒 2 hours
- 📅 Schedule with group
- 📄 Empathise with your group
- 👤 Students

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19 FEBRUARY MONDAY 9h00-19h00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 19/02	GUEST LECTURE - RECORDED						TEAM WORK				

Lecture

- 🕒 1.5 hours
- 📅 Schedule independently
- 📺 Recorded Lecture
- 👤 João Paulo Jorge
- 📄 Issues (incl legal, cultural and social economic) facing local community from festival

Team Work

- 🕒 2 hours
- 📅 Schedule with group
- 📄 Reflect on lecture + assignment & Prepare for presentations
- 👤 Students

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20 FEBRUARY

TUESDAY 9h00-19h00 GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 20/02										PRESENTATION	

Presenation

- 🕒 16h00-18h00
- 👥 Group Work
- 📄 Students present their analysis of case studies / empathise
- 👤 João Paulo Jorge (IPLeiria) jpjorge@ipleiria.pt
Fernanda Oliveira (IPLeiria)

22 FEBRUARY

THURSDAY 9h00-19h00 GMT+1 · ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 22/02		TEAM WORK / INDEPENDENT LEARNING								WORKSHOP	

Workshop

- 🕒 16h00-18h00
- 👥 Group Work
- 📄 First define + Ideate: Brainstorm:
Come up with ideas for a possible prototype
- 👤 Ana Sofia Viana, João Paulo Jorge,
Marie Mitchell and Joyce Heijnen

Team Work / Independent Learning

- 🕒 2 hours
- 👥 Schdeule with group
- 📄 Work on prototype ideas
- 👤 Students

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23 FEBRUARY

FRIDAY 9h00-19h00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 23/02		WORKSHOP					TEAM WORK / INDEPENDENT LEARNING				

Workshop

- 🕒 1.5 hours
- 📅 Schedule independently
- 📺 Recorded
- 📄 How to make a prototype to be tested amongst the groups/peers
- 👤 NHL Stenden

Team Work / Independent Learning

- 🕒 2 hours
- 📅 Schdeule with group
- 📄 Work on prototype ideas
- 👤 Students

26 FEBRUARY

MONDAY 9h00-19h00 GMT+1 • ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 26/02			TEAM WORK / INDEPENDENT LEARNING					RECORDED LECTURE			

Team Work / Independent learning

- 🕒 2 hours
- 📅 Schedule with group
- 📄 Designing / making your protoype + prepare for first test amongst peers
- 👤 Students

Recorded Lecture

- 🕒 1.5 hours
- 📅 Schedule independently
- 📄 Pre departure meeting visit to Peniche
- 👤 João Paulo Jorge (IPLeiria)
Fernanda Oliveira (IPLeiria)
Marie Mitchell (TUS)

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27 FEBRUARY

TUESDAY 9h00-19h00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 27/02	TEAM WORK							FIRST TEST PROTOTYPE			

First Test Prototype

- 🕒 16h00-18h00
- 👥 Group Work
- 📄 Present your prototype to your peers
- 👤 All coaches

Team Work

- 🕒 2 hours
- 👥 Schdeule with group
- 📄 Students analyse data collected from testing + make changes to first prototype
- 👤 Students

28 FEBRUARY

WEDNESDAY 9h00-19h00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 28/02	TEAM WORK										

Team Work

- 🕒 2 hours
- 👥 Schedule with group
- 📄 Prepare for second round of testing
- 👤 Students

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29 FEBRUARY

THURSDAY 9h00-19h00 GMT+1 - ONLINE

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 27/02	TEAM WORK								SECOND TEST PROTOTYPE		

Second Test Prototype

- 🕒 16h00-18h00
- 👥 Group Work
- 📄 Test your prototype with students from Peniche
- 👤 João Paulo Jorge, Fernanda Oliveira, Ana Sofia Viana

Team Work

- 🕒 2 hours
- 👥 Schedule with group
- 📄 Students analyse data collected from testing + prepare to present findings on testing
- 👤 Students

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6 MARCH

WEDNESDAY 11h00-0h00 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 6/03			INTRO TO PROGRAM	PRESENTATIONS AT ESTM			PENICHE				

Introduction to Program

- 🕒 10h00-11h00
- 👥 Group Work
- 📄 Getting to know each other and the program for the week.

Presentations at ESTM

- 🕒 11h00-14h30
- 👥 Group Work
- 📄 Getting to know each other and the program for the week.

Peniche

- 🕒 14h30-21h00
- 👥 Group Work
- 📄 Cultural Program

7 MARCH

THURSDAY 9h00-16h30 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 7/03		WORKSHOP AT ESTM	Q&A WITH LOCALS	LUNCH BREAK	STAKEHOLDERS MEETING	CLIENT MEETING					

Workshop at ESTM

- 🕒 9h00-10h45
- 👥 Group Work
- 📄 Workshop on interview skills

Q&A with Locals

- 🕒 11h00-12h30
- 👥 Group Work
- 📄 Getting to know Peniche and event location + Q&A with locals

Stakeholders Meeting

- 🕒 14h00-15h30
- 👥 Group Work
- 📄 Invite stakeholders to meet in informal context (also students)

Clients Meeting

- 🕒 15h30-16h30
- 👥 Group Work
- 📄 Invite clients to meet

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8 MARCH

FRIDAY 9h00-17h30 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 8/03	DEVELOP PROTOTYPE			LUNCH BREAK		DEVELOP PROTOTYPE		TEST			

Develop Prototype

- 🕒 9h00-12h30
- 👥 Group Work

Develop Prototype

- 🕒 14h00-16h30
- 👥 Group Work

Test With Stakeholders / Clients

- 🕒 16h30-17h30
- 👥 Group Work
- 📄 Invite stakeholders to meet in informal context (also students)

9 MARCH

SATURDAY 9h00-16h30 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
SATURDAY 9/03	DEVELOP PROTOTYPE			LUNCH BREAK		TEST YOUR PROTOTYPE					

Develop Prototype

- 🕒 9h00-12h30
- 👥 Group Work

Test your Prototype

- 🕒 14h00-16h30
- 👥 Group Work
- 📄 Students test the prototype with locals

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10 MARCH

SUNDAY 9h00-19h00 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
SUNDAY 9/03	VISIT WSL										

11 MARCH

MONDAY 9h00-14h00 - POLYTECHNIC

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 10/03	PRESENTATION DESIGN THINKING REFLECTION			LUNCH + ENDING SESSION		TRAVEL TIME					

Presentation & Reflection

- 🕒 9h00-12h30
- 👥 Group Work
- 📄 1) Presentation about Design Thinking process
Which iterations did you go through in the design thinking process, what did you change, why did you change it and with what effect?

- 2) Reflection on collaboration with group and stakeholders
How did you work together in the group and with the stakeholders? What have you learned about multidisciplinary and multicultural collaboration?

Lunch + Ending Session

- 🕒 12h30-14h00
- 👥 Group Work
- 📄 Ending Session

Treavel Time

- 🕒 14h00-onwards
- 👥 Group Work