

YOUTH BUSINESS CAMP ADRIA ZAGREB 2026

**YOUTH
BUSINESS
CAMP**

WORLD
ENTREPRENEURSHIP
PROGRAM

YOUTHBUSINESS.CAMP

WEEK 1 - 29.JUNE - 4.JULY, 2026

LECTURES AND ACTIVITIES

MONDAY 29.06.	09:30 - 10:15		10:30 - 12:00	13:00 - 14:30	14:40 - 15:45	
	WELCOME - "WHO IS WHO?" - MEETING THE PARTICIPANTS AND TEAMS COORDINATION		PROJECT MANAGEMENT	BASICS OF ECONOMICS	BASICS OF BRANDING	
TUESDAY 30.06.	9:30 - 11:00	11:10 - 12:40	12:50 - 13:30	13:40 - 14:40	14:50 - 16:00	
	GROUP WORK WITH MENTOR	BASICS OF MANAGEMENT	LUNCH	BASICS OF FINANCE	FINANCIAL PLAN WORKSHOP	
WEDNESDAY 01.07.	9:30 - 10:50	11:00 - 12:20	12:30 - 13:20	13:30 - 14:50	15:00 - 16:30	
	BASICS OF MARKETING	DIGITAL BUSINESS WORLD	LUNCH	BASICS OF SALES	GROUP WORK WITHOUT MENTOR	
THURSDAY 02.07	9:30 - 10:30	10:40 - 11:40	11:40 - 12:40	12:50 - 13:40	13:50 - 14:50	15:00 - 16:30
	PUBLIC RELATIONS	WEB GUIDELINES	CULTURAL COMMUNICATION	LUNCH	BRAND STORY	BRAND STORY
FRIDAY 03.07	9:30 - 11:00	11:20 - 13:00	13:30 - 15:00	15:30 - 17:00		
	INTELLECTUAL PROPERTY	BRAND STORY	FIELD TRIP	FIELD TRIP		
SATURDAY 04.07	10:00 - 11:00	11:00 - 14:00				
	ARTIFICIAL INTELLIGENCE	ONLINE GROUP WORK WITH MENTOR				

WEEK 2 - 6. - 10.JULY, 2026

LECTURES AND ACTIVITIES

MONDAY 06.07.	9:15 - 10:15	10:20 - 11:45	11:50 - 12:45	12:50 - 13:45	13:50 - 14:45	14:50 - 16:00
	BASICS OF CONTRACT	PUBLIC AFFAIRS	BRAND STORY	LUNCH	PRINCIPLES OF TOURISM AND HOSPITALITY	BRAND STORY
TUESDAY 07.07	9:15 - 12:00	12:00 - 13:00	13:05 - 14:00	14:15 - 16:00		
	GROUP WORK WITH MENTOR	BRAND STORY	LUNCH	STARTUP STORY		
WEDNESDAY 08.07	9:15 - 10:15	10:20 - 11:45	12:00 - 13:00	13:05 - 14:00	14:10 - 15:10	15:15 - 16:15
	RAPIDLY GROWING BUSINESS	LEADERSHIP	LUNCH	HUMAN RESOURCES	BRAND STORY	GROUP WORK WITHOUT MENTOR
THURSDAY 09.07	9:15 - 11:15	11:20-12:45	12:50-13:45	13:50-14:50	14:50 16:20	
	GROUP WORK WITH MENTOR	DIGITAL STRATEGY, PRACTICE AND PERSPECTIVE	LUNCH	BRAND STORY	GROUP WORK WITHOUT MENTOR	
FRIDAY 10.07.	9:00-10:00	10:00-12:00	12:00-13:00	13:00-14:00	14:15-15:30	15:30-16:30
	FINAL PREPARATIONS FOR THE PITCH	PROJECT PITCH	LUNCH	SUPRISE LECTURE	SUPRISE GUEST	CERTIFICATE CEREMONY

THE FINAL SCHEDULE OF THE PROGRAM WILL BE PRESENTED TO THE PARTICIPANTS SEVEN DAYS BEFORE THE START OF THE CAMP.
THE ORGANIZER RESERVES THE RIGHT TO AMEND TIME LINE OF THE PROGRAM.

WE HOPE TO SEE YOU SOON! [YOUTHBUSINESS.CAMP](https://youthbusiness.camp)