

MADRID AGENCY FORUM EUROPE 2026 PRELIMINARY PROGRAMME

Madrid, with all five senses

Sunday 28 June

SMELL

Midday – Early afternoon arrival of participants and transfer to **Novotel Madrid Center hotel (4*)**

18:30 Welcome at the Novotel Madrid Center hotel

19:00 Site inspection at the hotel

20:30 Dinner at La Retasca restaurant (clients + partner + MCB + group 1 partners. Activity 1 Scents of Madrid)

22:30 End and transfer back to the hotel

Monday 29 June

SIGHT

08:30 Private visit to the Prado Museum + guided tour of Madrid Gardens (clients + partner + MCB)

11:30 Casa de América visit and activity (clients + partner + MCB + group 1 partners. MCB Escape Game)

13:00 Lunch at Raimunda (clients + partner + MCB + group 1 partners)

14:30 End and transfer back to the hotel

FREE TIME

HEARING

18:30 Short guided tour of Los Austrias district

19:30 Teatro Calderón – Madrid in the Musical

20:00 Dinner at Rooftop Lírico (clients + partner + MCB + group 2 partners)

22:00 End and transfer back to the hotel

Tuesday 30 June

TOUCH

08:00 Yoga Mindfulness class

10:00 Transfer

10:30 Visit and activity at the Royal Tapestry Factory (clients + partner + MCB + group
2 partners)

13:30 Lunch

15:00 End and transfer back to the hotel

FREE TIME

TASTE

17:00 Transfer to Complejo El Olivar

18:00 Workshop

20:30 Dinner

00:00 End and transfer back to the hotel

Wednesday 1 July

09:00 Transfer to Marriott Princesa Plaza

09:30 Hotel visit

11:00 Transfer and visit to Barceló Torre de Madrid. Brunch

Midday – Transfers to the airport