

10
m3college
.com **YEARS**

PRemium Education

The one and only College with:

- The first licence for marketing, PR and business communications in Bulgaria;
- 24/7 full service and attention;
- tailor-made trainings, according to your needs;
- lecturers who are prominent practitioners in their field;
- great location in the heart of Sofia;
- flexible form of education, suitable for working people;
- well-known open events such as “PR Thursday”;
- daily information about trends, tips and curious stories about business and communications;
- totally renewed bookstore and a free library.



**Maxim Behar**

CEO & Chairman of the Board

Maxim Behar is a dreamer and a visionary for a better, more dynamic and more ethical world.

Maxim is also a practitioner. He likes chatting, networking, serious business projects, social media, rock music, gadgets and travelling, meeting new people and facing new challenges, reading and writing, cycling and parachute jumping.

**Ivanka Puncheva**

Member of the Board

Director / Administrative, Legal & Financial Affairs

Ivanka Velkova is the legal Adviser of M3 Communications Group Inc. She joined the team in July, 2007. Her practice areas are Corporate and Commercial Law, Real Estate, Urban Planning and Construction Works; Intellectual Property, Employment & Social Security.

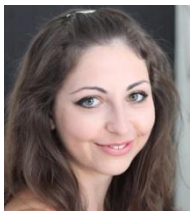
**Miglena Semerdzhieva**

Member of the Board

Director / Media Monitoring

Miglena Semerdzhieva is Managing Director of HeadLine Ltd. and Member of the Board of M3 Communications Group, Inc. and M3 Communications College.

Miglena joined the Group in August, 2006. She was Online Manager at HeadLine until 2010, when she was appointed Managing Director of the company.

**Zhasmina Gevezieva**

Educational and Marketing Manager



Mrs. Konstantina Markova

Communications Director at bTV.



Mr. Maxim Behar

CEO and Chairman of the Board of M3 Communication, Inc.



Mr. Dimitar Tankov

Trade Director at CSC CITROEN.



Mrs. Simona Charakchieva

Corporate Social Responsibility and corporate relations adviser at VIVACOM.



Mrs. Justine Toms

Founder and Head of ABC Design&Communication Group web agency.



Mr. Rosen Bachvarov

Communications Director at the National Revenue Agency.



YEARS

OUR CORPORATE CLIENTS



CEZ Bulgaria: “We will continue our work with M3 College, because they spend the necessary time and attention to understand our specific needs to prepare every training in a way that will be of optimal use for our company.”

Danone Bulgaria: “We are glad that we can count on the professional attitude of M3 College’s team and receive useful advices from leading experts.”

Visteon Electronics Bulgaria: “We are glad that we have found a trusted partner like M3 College and we can rely on them to organize our communication trainings.”

DSK Bank: “M3 College’s team implemented an individual approach to understand the specific corporate needs of DSK Bank. The job was executed adequately, fast and with good organization and quality.”

YOU CAN FIND THE PROGRAMMES OF THE FOLLOWING TRAININGS ON THE NEXT SLIDES:

- Public speaking;
- Media trainings;
- Crisis communication;
- Active sales;
- Business negotiations;
- Business etiquette and protocol;
- Online PR/marketing;
- Event management;
- Time management;
- Brand management
- Facebook management for business pages;
- Integrated marketing communications;

.....AND MANY MORE!



Duration: 14 astronomical hours

Lecturer: Mr. Rossen Batchvarov, Communications Director at National Revenue Agency



Main topics:

- Public speech – functions, types of presentation. Specifications of the audience, informational necessities.
 - Communicational means - speech, presentation, interactive methods for presenting the information. How to choose the right method to present yourself, consistent with the subject and the needs of the public.
 - Interaction with the audience – time management, outfit and appearance, verbal and non-verbal communication, eye-contact, moving in front of the audience. Voice qualities, pauses and intonation, managing the Q&A session. Handling with tough participants.
 - Impressive Power Point Presentation – basic rules for the graphic look of the presentation. Duration, structure and slide content. Technical tricks to catch the audience's attention. Interactive ways to attract the attention – presenting statistical information, graphs and video content.
 - Non-conventional methods for public speaking – demonstrations, role-playing games, presenting with video and other additional materials. Non-traditional ways to attract public's attention.
- The training includes video recording and individual feedback.

Information about the lecturer:

Mr. Batchvarov has guided the communication policy of the National Revenue Agency for more than 10 years. He has rich experience on marketing projects in the public sector in Bulgaria and abroad. He conducts practical trainings for working with the media and media interviews, public speaking and presentation skills. Among the organizations that have used his services are municipal authorities, the Prosecutor's office, former and current ministers, Heads of agencies, private corporations in the retail sector.

With a degree in Marketing from the University of National and World Economy and in Law from Sofia University "St. Kliment Ohridski", specializations in the field of corporate communications in the U.S. and Sweden, Rossen Batchvarov has gained deep insight into the media context of public authorities and extensive practical experience, including crisis management.



YEARS

MEDIA RELATIONS

Duration: 14 astronomical hours

Lecturer: Mr. Rossen Batchvarov, Communications Director at National Revenue Agency



Main topics:

- Introduction in media relations – functions, principles and manners to work with media. Organization of media relations.
- Informational needs of the audience, how to formulate messages.
- How to prepare for an interview and methods to create impressive messages.
- Successful TV interview – repetition, appearance and dress, body language, non-verbal signs in the TV, voice qualities, successful messages and “blended” messages.
- How to evaluate our presentation
- Successful interviews for press and radio – specifics of media forms, manner to formulate messages and rules for presentation.
- Other forms for working with media.
- Press conferences and briefings, press releases.
- How to prepare a press release to be published, main traits of the successful press release.
- Preparing, conducting and evaluating a press conference.

Information about the lecturer:

Mr. Batchvarov has guided the communication policy of the National Revenue Agency for more than 10 years. He has rich experience on marketing projects in the public sector in Bulgaria and abroad. He conducts practical trainings for working with the media and media interviews, public speaking and presentation skills. Among the organizations that have used his services are municipal authorities, the Prosecutor’s office, former and current ministers, Heads of agencies, private corporations in the retail sector.

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Duration: 14 astronomical hours

Lecturer: Konstantina Markova, Communication Manager of bTV

Main topics:

- Introduction in crisis communications. Crisis as a consequence of business decisions.
- Crisis as a result of human mistakes.
- Crisis emerged because of rumours and conspiratorial theories.
- Can we handle with the “black” PR, when we don’t know who is the enemy?
- Crisis caused by public attacks and defamations.
- Crisis connected with human loss.
- Crisis with celebrities.
- How to escape from crisis? Prevention.

Information about the lecturer:

Mrs. Markova is Communications Manager of the first private national television - bTV. She has worked in television for 8 years. Before that she has held different positions in the PR Department such as PR Coordinator and PR Manager. She is now responsible for the whole communication policy of bTV. Before making a career in the TV, she has worked as a journalist. She has a bachelor degree in “Journalism and Mass Communication” from the American University in Bulgaria.





YEARS

ACTIVE SALES

Duration: 14 astronomical hours

Lecturer: Mr. Dimitar Tankov, Sales Director at CSC CITROEN.

Main topics:

- Brief explanation of the main notions.
- What has changed in the after-sales process in the past 5 years?
- Why are active sales so necessary?
- How to start making active sales?
- The first contact. How to provoke interest?
- Specifics during a phone call; specifics in email communication.
- Why is it that not every salesperson can make active sales and what qualities are necessary to realize them? How to master them?
- Closing a deal.
- After-sales communication.

Information about the lecturer:

Mr. Tankov is a Sales Director at CSC CITROEN. He has an exclusively wide experience in sales and profound knowledge about business psychology. He has attended numerous qualification courses at CITROEN INTERNATIONAL. He has conducted a lot of training courses such as Effective Sales Skills, Principles of Successful Sales, Business Negotiations, Evaluation Systems and Managing Tough Clients.





YEARS

BUSINESS NEGOTIATIONS

Duration: 14 astronomical hours

Lecturer: Mr. Dimitar Tankov, Sales Director at CSC CITROEN.

Main topics:

Current sales – can we make more?
The role of the salesperson as a communicator.
Connecting with the client.
The language as an instrument.
Turn your marketing success into a habit.
Sales tactics.
Objections – how to handle them?
The nature of non-verbal signals.
Role-playing games.

Information about the lecturer:

Mr. Tankov is a Sales Director at CSC CITROEN. He has an exclusively wide experience in sales and profound knowledge about business psychology. He has attended numerous qualification courses at CITROEN INTERNATIONAL. He has conducted a lot of training courses such as Effective Sales Skills, Principles of Successful Sales, Business Negotiations, Evaluation Systems and Managing Tough Clients.



Duration: 18 astronomical hours

Lecturer: Justine Toms, Founder and Business Development Director of ABC Design&Communication

Main topics:

1. Introduction. Overview of the basic online resources.
2. The audience. Who is on the Internet? Our online publics.
3. Classical manners for online presence.
4. The website as a center for online presence.
5. Web 2.0 instruments and PR – overview and opportunities.
6. Blogs. Blog realms. Our corporate blogs. Bulgarian presence on the foreign blogs. Micro blogging.
7. Social networks and social media. Successful practices.
8. Twitter – underestimated or are there just a few people who know how to use it?
9. Online reputation management.
10. Successful online presence strategies.
11. Examples and good practices.

Information about the lecturer:

Justine Toms is a leading expert in the field of online media, marketing and PR. Founder and a Head of ABC Design&Communication Group web agency and online media group “Az media”, part of which are the popular web sites Az-jenata.bg, Az-deteto.bg, Kafene.bg and others.

She develops overall concepts for creating web sites and online presence. She is an expert in the field of interactive advertising, online marketing, media planning, email marketing and Web 2.0. She has written articles in print business issues and her own page in .Net magazine. She is the author of 8 books dedicated to online media and online marketing and web presence.

Justine Toms is an experienced teacher at NBU, lecturer in seminars and corporate trainings. A founder and idea leader in the national competition for the best site “BG Site”, firstly organized in 1999. She actively works for the web development in Bulgaria.





YEARS

EVENT MANAGEMENT

Duration: 14 astronomical hours

Lecturer: Stefania Temelkova, lecturer at New Bulgarian University

Main topics:

The stages of event management.

Planning an event realization.

Budget.

The suitable time, place, music, food and drinks.

The right people. Special guests and celebrities.

Photo and video recording, media coverage.

Sub executor. The questions which you must ask.

Creativity – event concept, the design of the place, scenery writing.

Effectiveness – memorable events and messages.

How to react adequately to the surprises, without taking time and spending unnecessary energy.

What should we do after the event to keep the emotion alive?



Information about the lecturer:

Stefania Temelkova has a master degree in “Public Relations Management” from NBU. At the moment she is a regular PhD at “Economics and Business Administration” department in the same university.

At NBU she is teaching “Business Communications”, “Public Relations”, “Event Management”, “Advertising and Merchandising Communications”, etc. She is conducting courses at the Resources Training Center.

Stefania Temelkova has a serious practical experience. She was a PR Manager at BG Business, editor of the monthly business newsletter BG Business Bulletin and PR Manager of “Philip Cotler’s day in Bulgaria” in 2007. After that she continues her work as a PR specialist in “Balkan Bulgarian Television”. Since April 2010 she combines teaching with the position of Marketing Manager at Web Media Group.



YEARS

TIME MANAGEMENT

Duration: 4 astronomical hours

Lecturer: Lora Shishmanova, HR consultant at ACE HR services

Main topics:

Does the stress can be our “friend”? Nature. Types.

Dynamic investigation of the reasons increasing the stress level.

Active and passive strategies for handling the stress at work.

Methods for relaxation and Eastern practices – one of the ways for successful reduction of stress level.

Time management = Personal management – structuring the information flow and prioritizing.

The 7 habits of highly effective people.

Time stealers – identifying them and giving some advices.



Information about the lecturer:

Lora Shishmanova is a psychologist, trainer and HR consultant. She took part in the elaborating and the conducting of training programmes for the development of: Sales skills, Effective communication, Skills for client service and handling tough clients, Business negotiations, Conflict management, Merchandising skills, Presentation skills. Since 2003 by now she has been working as a trainer at the consultancy firm ACE HR services.



Duration: 14 astronomical hours

Lecturer: Dr. Stefan Serezliev, lecturer at New Bulgarian University

Main topics:

Brand, Brand communication management and Integrated marketing communications.

Brand identity, design management and image: towards new territories and communication methods.

Modern trends in understanding customers and settling problems connected with their key role in the modern branding.

Stages of the formation of communication brand platform and positioning.

Emotional branding: why and how?

Brand management, integrated marketing communications and strategic planning. Creative strategic planning.

Brand communication management: brand positioning through different briefs. Different stages and processes of realization of the communication structures in the context of media and users.

Communication brand platforms and positioning (Case studies).

Creating a communication brand platform under the guidance of the teacher.

Creating a successful communication brief, connected with brand communications (Agency Communication Brief & Creative Brief) and managing model communication projects and media products (Case studies & Workshop).

Brand management and working in different communication teams (Workshop).

Project management consistent with professional specifics and interest of trainees.

Evaluation and optimization of different communication activities of a brand.

Information about the lecturer:

Stefan Serezliev has been working in the field of integrated marketing communications, advertising and visual communications for more than 20 years. He is a university teacher and researcher of advertising, visual communications and branding. He took part in lots of national and international conferences and projects for IMC, advertising, branding, design and visual semiotics.

Duration: 12 astronomical hours

Lecturer: Biser Valov, Founder and CEO of BEYOND ID Studio



Main topics:

1. The Facebook page
2. Facebook's algorithm
3. Facebook search tool – Graph Search
4. Indexes and statistics – Facebook Insights.
5. Facebook advertising.
6. Facebook copywriting.
7. Facebook promotions.
8. Facebook crisis and praises.

Information about the lecturer:

Biser Valov is a digital marketing expert. He is a certified specialist in Online marketing from Inbound Marketing University. He has a bachelor degree in “Public Relations” and master degree in “Public Communications” from Sofia University. His professional experience includes 6 years as a PR consultant and Head of the digital department in one of the leading PR agencies. For more than a year he is a Founder and Managing Director of the boutique digital agency BEYOND ID Studio. During the years he has specialized in digital marketing and online communications. He has worked on digital projects for clients like Coca-Cola, Nestle, Jack Daniel's, Finlandia Vodka, HP, Kit Kat, Nescafe 3in1, ELLE, National Geographic, Eucerin, Escapelle, NIVEA, etc.

Biser is one of the first professional marketing bloggers in Bulgaria, starting in 2007.

Duration: 14 astronomical hours

Lecturer: Christo Kaftandzhiev, lecturer at Sofia University



Main topics:

1. Basic marketing communications.
 - 1.1. Advertisement – definitions, classifications, advantages and disadvantages.
 - 1.2. PR marketing communications – definitions, classifications, functions.
 - 1.3. Communications for increasing the sales – definitions, classifications, functions, advantages and disadvantages.
 - 1.4. Direct marketing communications.
 - 1.5. Merchandising communications.
 - 1.6. Products' design as a marketing strategy.
 - 1.7. Corporate architecture – definition, classifications and functions.
2. Marketing communication constants as a bonding tool.
 - 2.1. Marketing communication constants on a formal level – brands, corporate colors, different systems, product design and their role in marketing communications integration .
 - 2.2. Marketing communication constants on a formal level.
3. Integration of the marketing communications.
 - 3.1 Advertising campaigns as a manner of integration.
 - 3.2. Basic methods for integration of marketing communications.
 - 3.3. Digital integrated marketing communications.

Information about the lecturer:

Christo Kaftandzhiev is a PhD in Philology, professor of “Public relations” Department in the Faculty of Journalism and Mass Communication in Sofia University, Bulgaria and Toms State University, Russia. He teaches basic theory of advertising, internet marketing communications, creative aspects of advertising, advertising and visual communication, intercultural communication and advertising, semiotics, advertising campaigns, merchandising marketing communications, etc.

Duration: 8 astronomical hours

Lecturer: Christo Kaftandzhiev, lecturer at Sofia University

Main topics:

Digital Marketing Communications

Digital Ads

Integration of Off Line and On Line Digital Marketing Communications

Communicative Approaches based on Virtual Poetry

Communicative Approaches based on the Characteristics of Digital Communications

Communicative Approaches based on Interactivity

Communicative Approaches based on Real/Virtual Opposition

Communicative Approaches based on Rhetoric

Communicative Approaches based on Semiotics

Communicative Approaches based on Ad Appeals in Digital Communications

Digital Marketing Communications of cars; financial services; pharmaceutical industry; tourism; air companies; food; drinks; clothes; shops; media, etc.

Information about the lecturer:

Christo Kaftandzhiev is a PhD in Philology, professor of “Public relations” Department in the Faculty of Journalism and Mass Communication in Sofia University, Bulgaria and Toms State University, Russia. He teaches basic theory of advertising, internet marketing communications, creative aspects of advertising, advertising and visual communication, intercultural communication and advertising, semiotics, advertising campaigns, merchandising marketing communications, etc.



Duration: 6 astronomical hours

Lecturer: Christo Kaftandzhiev, lecturer at Sofia University

Main topics:

Advertising and Ad Campaigns of Shops
Sale Promotion Communications
Special Events at Shops
Product Placement at Shops
Packaging Design as Part of Merchandising Communications
Architecture of Shops as Marketing Communication
POS Materials
Marketing Communicative Constants of Shops
Integrated Marketing Communications of Shops.

Information about the lecturer:

Christo Kaftandzhiev is a PhD in Philology, professor of “Public relations” Department in the Faculty of Journalism and Mass Communication in Sofia University, Bulgaria and Toms State University, Russia. He teaches basic theory of advertising, internet marketing communications, creative aspects of advertising, advertising and visual communication, intercultural communication and advertising, semiotics, advertising campaigns, merchandising marketing communications, etc.





YEARS

SUCCESSFUL SALES AND HOW TO BUILD A NETWORK OF LOYAL CLIENTS

Duration: 14 astronomical hours

Lecturer: Radoslav Blagoev, entrepreneur

Main topics:

How to increase the sales of products and services?

How to enlarge your market share at the expense of your competitors?

Developing a stable and promising professional system of sales;

How to start a brand new business with a suitable professional sales system and marketing calendar for your yearly activities?;

How to understand what is working and what not in your marketing and sales strategies?;

What is the motivation for purchasing and how to use it in our favor?

The compulsory transition from selling products and services to selling experiences, emotions, expectations and problem-solving decisions.

Different types of people and how to approach everyone of them;

Profits and increasing the sales through strategic partnerships.

Information about the lecturer:

Radoslav Blagoev is one of the top sales experts in Bulgaria. He has gained more than 13 years of experience, including top managing positions. He has developed and realized successful sales strategies as a part of the team in leading Bulgarian companies and as an owner of different businesses. In addition to his rich experience in the sphere of sales and marketing, he is among the people, who wisely transfer his knowledge and skills during a seminar or an interactive training.

He is the writer of the book “Levels Up – how to turn our ideas into business and our dreams into reality”





Duration: 12 astronomical hours

Lecturer: Dr. Alexander Christov, Commercial Director of Civitas Global Bulgaria

Main topics:

Communication professionalism. The new consumer – the one, with whom we are speaking. Form and content of communication. Language and stylistics of PR texts. Effective writing for PR – attention and interest, understandability. Facts and assessments. Communication message. Integration of messages. Exercises in style. Creating the illusion of objectivity. Euphemisms. Superlatives. Justification, main arguments. Truthfulness and falsehood - "The King of France is bald." Confirmation and denial. Preparation of PR texts: press-release, statement, presentation, article or paid post (advertorial) and others. Correspondence. The process of writing. Adaptation of texts for different audiences and media. PR communication online. Creating a corporate website content, blogs and social media. Principles of effective communication with the media. Language errors.

Information about the lecturer:

Dr. Alexander Hristov is the Account Director of "Civitas Global Bulgaria" PR agency. He previously held the position of Marketing and Advertising Director and Public Relations Director in the Corporate Commercial Bank. He was a marketing and PR specialist in Bulgarian Export Insurance Agency, a senior Bilateral Relations expert at the Ministry of Economy and a reporter in "Banker". Chairman of the Bulgarian Public Relations Society for 2012. Lecturer at the University for National and World Economy and at the New Bulgarian University. He is author of the book "PR practice: Working with agency" published in 2012

Duration: 14 astronomical hours

Lecturer: Camelia Velichkova, Communications Director of DSK Bank



Main topics:

The corporation

Triple C – Company; Competitors; Customers
The organization and its context – PEST analysis
Corporate identity
Corporate brand/product leverage
Corporate image
Positioning

Corporate culture

Corporate culture – qualifications
Risk management
Acts of the organizational culture

Intercultural aspects of the corporate communications

Archetype
Stereotype
Subcultures

Subjects, content and recipients of the corporate communications

Corporate reputation and its management
The place of the PR in the corporations
The role of the CEO as an asset in the corporation
Target audiences

Corporate media mix

- External communications
- Internal communications
- Crisis communications
- Corporate social responsibility

Information about the lecturer:

Camelia Velichkova is a PhD of Philosophy, Master in 3 disciplines: International Economic Relationships, Culture Studies and Arab Studies. She has specialized at the University of Tuebingen, Germany. She has been the Communications Director of DSK Bank for 9 years. She has worked in several marketing departments in different Bulgarian banks. She has experience in the strategic planning for major clients in the FMCG sphere. She was a lecturer in Sofia University.



Duration: 14 astronomical hours

Lecturer: Simona Charakchieva, CSR Advisor of Vlvacom

Main topics:

What is CSR?

History: When, where and why has CSR appeared?

CSR standards and policies in Bulgaria and worldwide

Philanthropy or PR: Why do companies have CSR policy?

Is there good and bad CSR?

Who wins?

Examples from Bulgaria and abroad.

Role of state institutions and NGOs in setting up a resistant CSR strategy.

CSV (Creative Shared Value): the CSR's successor?

Information about the lecturer:

Simona Charakchieva has finished her education in her home town Paris. She graduated Philosophy and foreign languages.

Afterwards she became Master of International Trade.

She worked for giant companies in the field of advertising, marketing and communications. Firstly, she worked for the advertising giant HAVAS Group and afterwards she held the position of Import manager for Sara Lee Group in Moscow. Back to France she changed a few managing positions in the international telecommunication company Orange. She has experience as a Product manager, Advertising manager, Project manager and Corporate communications manager.

In Bulgaria Simona Chakrakchieva is a very successful “CSR and corporate relations” adviser in VIVACOM since 2008. Her professionalism is unarguable and it is confirmed by all the awards, which VIVACOM has gained for internal communications projects and social responsible campaigns for the last four years.

Only in 2013 VIVACOM won three awards from PR Priz 2013: 1st place for the volunteer campaign “VIVACOM Cares”, 1st place for the national charity campaign “Operation: Yellow pennies”, 3rd place for VIVACOM Art Hall – space for culture.



Duration: 14 astronomical hours

Lecturer: Dessislava Panteleeva, CEO of KEY Experts Group

Main topics:

Introduction in PR – definitions, functions, principles and marketing mix role in the management of goodwill as an asset.

Aspects of PR and its relationship with other communication spheres. Media relations, internal communications, Public Affairs and CSR.

Communication and public opinion. Internal and external publics and communications. Identity-image-reputation. Laws of the corporate reputation.

PR strategies and tactics. Communication management in four steps – definition of the problems, planning and programming, actions and communication, assessment of the PR programme.

PR in action – professional communicator's tools. Internal and external media and specifics how to work with them. Special events as PR tool.

Building efficient relationships with media. Basic form of contacting media – interview, press release, press conference. Rules for efficient work with media.

How to create stories and how to make news. Lead and the method of “reverse pyramid”. Why is a message important and how to build a message house? Creating a media message. Barriers and stereotypes.

Information about the lecturer:

Dessislava Panteleeva has 15 years of professional experience in the field of corporate communications and public relations. Before starting Key Experts Group in 2006, she was employed in other demanding positions of responsibility – Managing Director of one of the biggest PR agencies in Bulgaria M3 Communications Group, Inc. and Managing Director of the first center for professional education in public relations, marketing and business communications in Bulgaria M3 Communications College.

MA in Journalism and PR from Sofia University “St. Kliment Ohridski” and EMBA from COTRUGLI Business School.



Duration: 1,5 astronomical hours

Lecturer: Ivan Dikov, business trainer

Main topics:

Which networking events should we go to?
The good first impression – the first second, first word and first touch.
Handshaking:
How to make a good impression?
How to decode correctly the nonverbal signals of the interlocutor?
Business cards – giving, taking and keeping.
How to present ourselves and our company?
Questions, which are always relevant and are not a cliché;
How to make a lasting positive business memory.
What to do after the meeting at the event?

Information about the lecturer:

Ivan Dikov is an innovative coach and LinkedIn consultant. He has more than 4-year experience in the sphere of business training and the people, he shared his knowledge with, exceed 3000. He claims that training is more than just a profession to him – it is his passion. His dream is to modernize the Bulgarian educational system.
Besides his freelancing training career he has gained experience in the leading HR company InnerLook.
He has held many successful training courses for students and representatives of NGOs. Ivan Dikov has trained businessmen from OMV, Baunit and also entrepreneurs in training courses organized by LAUNCHub and Cisco Entrepreneur Institute.

LINKEDIN – HOW TO FIND A (BETTER) JOB OR (MORE) CLIENTS?



Duration: 1,5 astronomical hours

Lecturer: Ivan Dikov, business trainer

Main topics:

How to make our LinkedIn profile an irresistible virtual business card? 9-steps methodology towards success.

Passive vs. active use of our profile or where is the silver line between the virtual CV and economical, but powerful marketing tool.

Positioning as a good specialist/expert in our field in LinkedIn – why and how?

How to create healthy business relationships in virtual environment?

Personal branding vs. corporate branding. Or both?

Difference between free and paid profile and why the first one could be absolutely sufficient for our business needs.

Successful strategies for optimal use of the biggest professional social network in the world with the purpose to derive real business benefits in the long run.

Information about the lecturer:

Ivan Dikov is an innovative coach and LinkedIn consultant. He has more than 4-year experience in the sphere of business training and the people, he shared his knowledge with, exceed 3000. He claims that training is more than just a profession to him – it is his passion. His dream is to modernize the Bulgarian educational system.

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Duration: 14 astronomical hours

Lecturer: Dobrinka Barzatchka, Co-Founder & Consultant at MBA Holding

Main topics:

What has changed in the multinational markets during the last one year?

Internationalization of the multinational markets. Factors.

International market planning – steps.

Segmentation and positioning in the international markets.

Distributional channels.

Entering the international market. Choosing suitable approaches, strategies and partnerships.

Prices and pricing. Pricing policies. Risks.

Marketing communications and PR at an international level. Advertising and advertising agencies.

Intercultural communications – specifics. Differences we should be prepared for.

Sales – stimulation and channels for stimulation.

International exposés and forums.

Big world sportive events and their role in the global communication and marketing policy of the companies – Olympic games

Information about the lecturer:

Dobrinka Barzatchka is an expert with solid knowledge in marketing and sales. She graduated with a MA in Public Relations from NBU. But her true passion are sales and she quickly gained wide international experience in this field. She has worked as a PR consultant in the USA, and in the branch office of United American Press in London she managed to grow from Sales expert to Manager Sales and Business Development in less than 3 years.





Duration: 14 astronomical hours

Lecturer: Radina Ralcheva, Client Service Director at Civitas Global Bulgaria

Main topics:

Concrete communication practices for developing a good corporate reputation

- expectation management
- word of mouth
- marketing, related with cause (CRM)
- social responsibility (CSR)
- the world of symbols

Communication with stakeholders

Interaction with stakeholders and effective communication with the competitors

Prioritizing the communication with concrete publics

Correct information management during a crisis situation

Tendencies in advertising and PR

Behavioral changes in business and its priorities.

Factors, which influence the reputation

Mission, vision and purposes of the organization

Business faces – why are they so important

Building the corporate identity pyramid – corporate image – corporate reputation

Creating a concrete plan for managing the corporate reputation

Corporate reputation management in online environment

Building corporate profiles in the social networks – when and how this could be useful;

Communication with key publics (old and new) online – effective use of a new channel for communication and why online communication couldn't be the same on the other channels;

Reactions and negative comments, aggressive communication, communication from unsatisfied publics, including during crisis.

Information about the lecturer:

Radina Ralcheva started her professional development as a PR consultant at Icona Communications. She has a 4-year experience as a PR consultant at Globul and as a PR manager at 2be Chain. In 2009 she founded Go Green Communication – a PR agency, specialized in “green PR”, which continues to develop successfully. To date Radina manages the office of CIVITAS Bulgaria from the position of Client Service Director. She has been a member of International PR Association (IPRA) since 2001 and a Board member of Bulgarian Public Relations Society since 2011.

Duration: 14 astronomical hours

Lecturer: Prof. Ivanka Mavrodieva, lecturer at Sofia University



Main topics:

Why is it important to be good communicators?

The power of words and how to use it.

Main methods for effective messages.

The importance of non-verbal communication and its synchronization with verbal.

Vocal methods for influence.

Eye contact.

Gestures.

The poses in different kind of persuasive communication.

The look.

How to be persuasive in front of different publics?

Speaking during special events.

Communication with journalists.

Behaviour in front of camera and microphone.

How to present effectively.

Time management and attention management.

Answering questions and objections.

Specifics in telephone communication.

Specifics in writing communication.

Specifics in online communication.

Business etiquette and protocol. Which mistakes we can't let happen.

Information about the lecturer:

Professor Ivanka Mavrodieva has graduated BA in Bulgarian Philology and MA in PR at Sofia University. She has worked as a parliament reporter and editor. She is an author of more than 60 articles, reports and studies in PR, political rhetoric and business communications.

Currently she is teaching Public speaking, rhetoric, business communications, PR and academic writing at Sofia University. Throughout the years, she has been teaching not only students, but also MPs and business leaders.

Duration: 12 astronomical hours

Lecturer: Evelina Christova, lecturer at New Bulgarian University

Main topics:

Crisis preparation. Types of crises.

How to distinguish the crisis, when it happens?

Creating a scenario for crisis management.

Choosing a spokesperson

Truth, truth and only the truth. Formulating messages.

Repetition is the mother of knowledge.

Crisis inside is a crisis outside. And vice versa.

24/7 readiness and 24/7 response.

Media and owning media in time of crisis.

Social networks – place for emerging crisis and a tool for handling them.



Information about the lecturer:

Evelina Christova is BA in Mass communications, MA in marketing, advertising and PR and a PhD in Political science. She is a member of Bulgarian Public Relations Society and EUPRERA. She was a PR advisor of the ex educational minister Sergey Ignatov. At the moment she is a lecturer in the Department for Mass communication at NBU. She is the author of “Communication and organizations in 21 century”, which is a valuable book for researchers and practitioners – PR specialists, managers and everyone, who has the ambition to raise their competence in understanding and managing communication processes.

Duration: 12 astronomical hours

Lecturer: Christo Radichev, Managing Director at “Mediapost Hit Mail”



Main topics:

Direct marketing – how can it be useful in order to ensure better results?

Direct marketing tools and channels. Customizing and measurability.

Legal framework of direct marketing in Bulgaria.

Additional activities in direct marketing campaigns.

Digital marketing.

Landing pages.

Mobile marketing.

Conversion rate optimization.

PPC ads and CPM ads. Banners and text boxes.

Information about the lecturer:

Christo Radichev has diplomas for Sociology and International Relations from Sofia University. He started his professional career at GfK Bulgaria as a young researcher. There he became a leader of GfK Leaflet Monitor and GfK Shopping Monitor projects, which examine the professional activities and consumer habits of the FMCG market. Presently he is the Managing Director for Bulgaria of the specialized agency for direct marketing “Mediapost Hit Mail”.

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