Danijel Koletić aka Daniel Key

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date of birth: March 27th, 1969.

CEO at Apriori World

**Education**

* Certificated consultant of European Bank for Reconstruction and Development
* Faculty of Culture and Media, Megatrend University Beograd (Serbia), MBA
* Porter Novelli International – Event Management Practice Course – Los Angeles (USA)
* London School of Public Relations
* High School of Tourism – Crikvenica (Croatia)

**Founder**

* **PRO.PR Conference**

International Public Relation Conference

* **PRO.PR Globe Awards**

International Awards Programme for Achievement in Public Relation Sector

* **FOCUS Conference**

Conference of Innovation and Communication in Public Administration and Public Sector Companies

* **Inspiring Agriculture**

National Agriculture Conference

* **AGRO START UP**

National Agricultural Student Conference

* **Digital Agriculture**

National Conference of New technology in Agriculture Sector

* **Web Award Me**

national web competition in Bosnia and Herzegovina

* **PR Arena**

Balkans Student Public Relations Conference

**Author of projects**

* **Top Scholarship for Top Students** – awarded scholarship program
* **Croatian Walk of Fame** – Opatija, Croatia
* **DJ Talent Show** – World TV Show
* **Crystal Ball** – branding of the State of Qatar

**Awards**

* **IPRA Golden World Awards** – **Global Contribution Award 2020 (London, UK)**

**International public Relation association London**

**•** Top Scholarships for Top Students - European Excellence Award Finalist Berlin, Germany

* Top Scholarships for Top Students - Croatian Communication Festival

City of Opatija, Croatia

* Barwa Green House Project – Barwa Holding Award

Doha, Qatar

**Publications**

* Author of the book: „PR My Way” published in 2012
* Official columnist – Diplomacy & Commerce magazine – established by the Economist
* Official columnist at professional magazine for retail – „Ja trgovac“ (Me trader)
* Author of more than 40 professional articles in last 15 years

**Lectures**

* Balkan week, St. Petersburg, Russia
* Venice club, Venice, Italy
* Institute of Public Relations Tokyo, Japan
* World Association of Small Public Relation Agency, Milan, Italy
* World Communication Forum Davos, Kyiv, Ukraine
* World congress of media monitoring – Cape Town, South Africa
* More than 20 lectures in Croatian, Slovenian, Serbian and Bosnian Universities and Conferences in last 15 years

**Membership and Roles in Professional Associations**

* Co-Founder of World Change Management Institute, Geneva, Switzerland
* Co-Founder and President of the Institute for Integrated-Inclusive Communication for South East Europe
* Co-Founder of Croatian branch FIJET (World Association of Journalists and Writers in Tourism)
* Member of a HUOJ (Croatian Public Relations Association)

**Social Responsibility Projects – cooperation, fundraising and consultancy**

* **„Hrvatska djeca – hrvatska budućnost“** (*Croatian children - Croatian future*)
  + Organization of the concert and fundraising – 400.000 euros (1992.)
* **„Dupinov san“** (*A dolphin's dream*) – a list of flora and fauna of Adriatic Sea
  + Cooperation with NGO, fundraising – 100.000 euros (2001.-2003.)
* **Foundation „Lavoslav Ružička“** 
  + rebuilding the home of the first Croatian Nobel laureate – Vukovar
  + Cooperation, fundraising, consulting – 450.000 euros (2004.-2007.)
* **„Sapuni s točkicama“** (*Soups with dots*)
  + Cooperation project with Zagreb Blind Association
  + Cooperation, consulting and fundraising – 220.000 euros (2015.-present)
* **Center of Digital Literacy**
  + Cooperation, consulting and fundraising – 21.000 euros (2019.-present)

**Main business activities**

* Strategic business and communication consulting
* Brand driver and brand management consultant
* crisis communications consultancy
* digital communication strategies
* start up consulting
* Coaching and mentoring
* Business Futurist

**Business Experience – most prominent**

**2020.**

* **Youth Business Camp Switzerland** – business consultancy
* Think Tourism - communication development consulting
* **Blind Association Zagreb** - organization of production opening, business consulting, media relations
* Focus Conference - organization
* Inoue Public Relation, Tokyo, Japan – Strategic Digital Consultancy
* **Smarter** Agricultural Consulting – Strategic Project Development
* City of Zagreb, Zagreb, Croatia – Agriculture department – cooperation project “**Plavi ceker**” (“Blue Basket”)
* Terme Selce - Health Clinic, Selce, Croatia – strategic business consultancy
* „**Accessibility future**“ – development project about accessibility of people with disabilities in the digital age for Southeast Europe
* **Taste2taste** – brand management and business development consultancy of the project of new beer and brewery – Overmura Brewery, Lendava, Slovenia
* 18th **PRO PR** Conference and PRO PR Globe Awards, Podčetrtek, Slovenia – organizer
* Alma Mater European University, Maribor, Slovenia – strategic consultancy
* Press Clipping, Maribor, Slovenia – business development consultancy
* **Slavonika** National Agriculture Conference , Osijek, Croatia – organizer supported by Ministry of Agriculture of Croatia and Faculty of Agrobiotechnology and Science in Osijek
* Food Outlet Žabac, Zagreb, Croatia – strategic consultancy and launch of a new shop
* **Blind Association Zagreb**, Zagreb, Croatia – consultancy and fundraising for center of digital literacy
* World Change Management Institute, Geneva, Switzerland – business development
* City of Crikvenica, Croatia – project, development, consultancy
* Putujuće reklame (eng. Walking ads), Zagreb, Croatia - business development mentoring program
* Lek Sandoz, Ljubljana, Slovenia - WCAG (web content accessibility guidelines)

**2019.**

* **Digital Agricultural Conference**, Zagreb, Croatia – organizer supported by Agriculture Faculty of Zagreb
* Swedish gastro consulting, Stockholm, Sweden – brand guidelines consulting
* **Taste2taste** – brand management and business development consultancy of the project of new bear and brewery – Overmura Brewery, Lendava, Slovenia
* European Blockchain Hub – advisors for summit Europe-Asia – Kuala Lumpur
* **FOCUS** Conference, Tuhelj, Croatia – conference on innovation and communication in public administration and public sector companies
* Project of **Advent in City of Crikvenica**, Croatia – media relations and consultancy
* Cash Expert, Barcelona, Spain – strategic business development consulting
* **Slavonika** National Agriculture Conference , Osijek, Croatia – organizer supported by Ministry of Agriculture of Croatia and Faculty of Agrobiotechnology and Science in Osijek
* Terme Selce - Health Clinic, Selce, Croatia – strategic business consultancy
* Alma Mater European University, Maribor, Slovenia – strategic consultancy
* SPOVANO, Murska Sobota, Slovenia – strategic consulting
* Yunus Emre Cultural Centre, Zagreb, Croatia – media relation

• Food Outlet Žabac, Zagreb, Croatia – strategic consultancy

* **Association of Blind Persons** Zagreb, Croatia – pro bono strategic consultancy and fundraising
* **The Center of digital literacy**, Zagreb – pro bono strategic consultancy for the Association of Blind Persons, Zagreb
* Embassy of Turkey, Zagreb, Croatia – project cooperation/media relation
* Montenegro Skiing Destinations – strategic consultancy and business development
* 17th **PRO PR** Conference and PRO PR Globe Awards, Selce, Croatia – organizer
* Putujuće reklame (eng. *Walking ads*), Zagreb, Croatia - business development mentoring program
* **Agro Start up** National Student Agrocultural Conference, Zagreb, Croatia - organizer supported by Agrocultural Faculty in Zagreb, University of Zagreb

**2018.**

* AWT International, Zagreb, Croatia – strategy and implementation for crisis communication
* Embassy of Turkey, Zagreb, Croatia – project cooperation/media relation
* City of Slavonski Brod, Croatia – crisis communication advisory
* Westminster City Council WESTCO, London, UK – project consultant
* Food Outlet Žabac, Zagreb, Croatia – Strategic consultancy and launch of a new shop
* JJ Business Solution, Doha, Qatar – business development consulting
* Fun Park Mirnovec, Biograd na moru, Croatia – business consulting
* AGS Oil Company, Zagreb, Croatia – business consultancy
* **FOCUS** Conference – organizing conferences in Belgrade (Serbia), Sarajevo (BiH) and Tuhelj (Croatia)
* 16th **PRO PR** Conference and PRO PR Globe Awards, Zlatibor, Serbia – organizer
* **Blind Association** Zagreb, Croatia – pro bono consulting and fundraising for the project “Soap with Dots”
* **Slavonika** National Agriculture Conference , Osijek, Croatia – organizer supported by Ministry of Agriculture of Croatia and Faculty of Agrobiotechnology and Science in Osijek
* **Agro Start up** National Student Agrocultural Conference, Zagreb, Croatia - organizer supported by Agrocultural Faculty in Zagreb, University of Zagreb
* Terme Selce - Heath Clinic, Selce, Croatia – Strategic Business Consultancy
* Tika - Turkish Cooperation and Coordination Agency, Zagreb, Croatia - development consultancy and cooperation

**2017.**

* AJANS Press, Istanbul, Turkey – strategic consultancy
* AWT International, Zagreb, Croatia – consulting
* City of Maribor, Slovenia – international strategic consultancy of the mayors office
* Embassy of Turkey, Zagreb, Croatia – project cooperation/media relation
* JJ Business Solution, Doha, Qatar – business development consulting
* Phillip Morris, Lausanne, Switzerland – strategic consulting
* Cameo Group, Zagreb, Hrvatska – strategic consultancy
* Agrofructus, Donji Miholjac, Croatia – strategic consultancy
* Meants, Doha, Qatar – strategic consultancy
* Terme Selce - Health Clinic, Selce, Croatia – strategic business consultancy
* Westminster City Council WESTCO, London, UK – project consultant
* 15th **PRO PR** Conference and PRO PR Globe Awards, Terme Tuhelj, Croatia - organizer
* Amal Al Athem, Qatar artist – consultancy, organizing exhibition, Korčula, Croatia
* **Marko Polo Festival**, Korčula, Croatia – consultancy and media support
* Qatar Food Exhibition, Doha, Qatar – business cooperation
* **FOCUS** Conference, Tuhelj, Croatia – Conference on innovation and communication in public administration and public sector companies
* AGS Oil Company, Orašje, BiH – business consultancy
* **Agro Start up** National Student Agricultural Conference, Zagreb, Croatia - organizer supported by Agricultural Faculty in Zagreb, University of Zagreb
* **Slavonika** National Agriculture Conference , Osijek, Croatia – organizer supported by Ministry of Agriculture of Croatia and Faculty of Agrobiotechnology and Science in Osijek
* Zagreb Boxing Explosion, Zagreb, Croatia – media relation, strategy and implementation
* **Blind Association Zagreb**, Croatia – pro bono consulting and fundraising for the project “Soap with Dots”

**2016.**

* European Trade Association for Business Angels, Winter University, Zagreb, Croatia – media strategic consulting and organization od press center
* WOQOD, Qatar – brand consulting, rebranding of gas stations and technical services
* Independent Union of Science and Higher Education, Zagreb, Croatia – media relation of the European project
* Aissa Al Tamini – celebrity chef, Doha, Qatar – brand development strategy and workshop
* Phillip Morris, Lausanne, Switzerland – strategic consulting
* AGS Oil Company, Orašje, BiH – business consultancy
* Cameo Group, Zagreb, Hrvatska – strategic consultancy
* Terme Selce - Heath Clinic, Selce, Croatia – strategic business consultancy
* City of Maribor, Slovenia – international strategic consultancy of the mayors office
* Food Outlet Žabac, Zagreb, Croatia – strategic consultancy
* Entrepreneurship Economic Development Forum, Doha, Qatar- communication consultancy
* **Agro Start up** National Student Agrocultural Conference, Zagreb, Croatia - organizer supported by Agrocultural Faculty in Zagreb, University of Zagreb
* Meants, Doha, Qatar - strategic consultancy
* AJANS Press, Istanbul, Turkey – strategic consultancy
* **Slavonika** National Agriculture Conference , Osijek, Croatia – organizer supported by Ministry of Agriculture of Croatia and Faculty of Agrobiotechnology and Science in Osijek
* JJ Business Solution, Doha, Qatar – business development consulting
* **Blind Association** Zagreb, Croatia – pro bono consulting and fundraising for the project “Soap with Dots”
* 14th **PRO PR** Conference and PRO PR Globe Awards, Bečići, Montenegro - organizer

**2015.**

* Invest in Maribor, Slovenia – project establishing for Municipality of Maribor
* **Art project of 300 years of Sinj’s Alka**, Croatia – Vladimir Vrlić Ankin, organizing officially exhibition and press support
* European Bank for Reconstruction and Development (EBRD) – consulting for Therme Selce, Croatia and rebranding
* Cameo Group, Zagreb, Hrvatska – strategic consultancy
* Aissa Al Tamini – celebrity chef, Doha, Qatar – brand development strategy and workshop
* Al Hakbant Group, Doha, Qatar – business development consultancy
* **PR ARENA** Balkan student public relation conference, Sarajevo, Bosnia and Herzegovina (BiH) – organizer
* Nigrad Construction Company, Maribor, Slovenia – strategic consultancy
* AGS Oil Company, Orašje, BiH – business consultancy
* 13th **PRO PR** Conference and PRO PR Globe Awards, Malinska, Croatia - organizer
* Bayer Farmaceutical Company, Sarajevo, BiH – product launch and media consultancy
* WOQOD, Qatar – brand consulting, rebranding of gas stations and technical services

**2014.**

* Hosekra, Slovenska Bistrica, Slovenia – business consultancy, brand establishing and launching – Big Berry mobile phones
* Eureaxess, Ljubljana, Slovenia – media relation of European project
* European Academy of Science and Art, Salzburg, Austria – brand consultancy
* Alma Mater European University, Maribor, Slovenia – strategic consultancy
* WOQOD, Qatar – brand consulting, rebranding of gas stations and technical services
* AJANS Press, Istanbul, Turkey – strategic consultancy
* Institute for Tourism, Zagreb, Croatia – media relation, consulting support of 55th anniversary
* **Croatian Tourist Board**, Munich, Germany – presentation of the project “View into a Blue”
* **PR ARENA** Balkan student public relation conference, Sarajevo, Bosnia and Herzegovina (BiH) – organizer
* Jade Premium Fitness, Doha, Qatar – business development consultancy and brand establishment
* AGS Oil Company, Orašje, BiH – business consultancy
* Cameo Group, Zagreb, Hrvatska – strategic consultancy and rebranding
* Al Khor Qatar Leadership Academy – project consultancy
* Podravka, Koprivnica, Croatia – business consultancy and product launch for Qatar market
* Perutnina Ptuj, Ptuj, Slovenia – business consultancy and product launch for Qatar market
* **PRO PR “World of Communication”** – establishing special supplement for daily newspaper “Dnevni list”, Mostar, BiH
* **PRO PR Interactive “Communication in Finance,** Zagreb, Croatia – organizer of specialized seminar
* Bayer Farmaceutical Company, Sarajevo, BiH – crisis communication, product launch and media consultancy
* 12th **PRO PR** Conference and PRO PR Globe Awards, Sarajevo, BiH - organizer

**2013.**

* Palmanova Outlet Village, Palmanova, Italy – strategic consultancy for southeast Europe countries and media relationship
* Hosekra Group, Slovenska Bistrica, Slovenia – business development consulting
* **Samobor Carnival**, Samobor, Croatia – project consultancy, media relations
* Miele, Skopje, Macedonia – media relations
* **Project Irresistible Croatia**, Zagreb, Croatia – brand consulting
* Dimal, Brčko, Bosna I Herzegovina – media consulting and media relation
* Croatian Press Photographer Association, Zagreb, Croatia – consulting and project partnership
* Styria International, Zagreb, Croatia – rebranding of daily business newspaper “Poslovni dnevnik”
* Arcelor Mittal, Skopje, Macedonia – business consultancy and social media development
* Haribo, Skopje, Macedonia – social media implementation and consultancy
* Alma Mater European University, Maribor, Slovenia – strategic consultancy
* Croatian Chamber of Commerce – media relation of the World Chambers of Commerce Congress, Doha, Qatar
* Lunos, Maribor, Slovenia – media relation for Croatian market
* Brailović Meat Industry, Sarajevo, BiH – brand consultancy
* Slovenian Chamber of Commerce, Ljubljana, Slovenia – organizational support of Qatar – Slovenia Business Forum Doha, Qatar
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* Qatar International Women Business Forum, Doha, Qatar – project partnership
* **PR ARENA** Balkan student public relation conference, Sarajevo, Bosnia and Herzegovina (BiH) – organizer
* WOQOD, Qatar – brand consulting, rebranding of gas stations and technical services
* Alma Mater European University, Maribor, Slovenia – strategic consultancy
* 11th **PRO PR** Conference and PRO PR Globe Awards, Opatija, Croatia – organizer
* AGS Oil Company, Orašje, BiH – business consultancy

**2012.**

* Bayer Farmaceutical Company, Sarajevo, BiH – product launch -Jazz pills
* “**Top Scholarship for The Top Students**”, Zagreb, Croatia – partnership project with weekly magazine Nacional, celebrating of 10th anniversary (thrugh sponsorship was collected 3.2 millions of euros for student scholarship) – author of the project
* European Eye Hospital, Skopje, Macedonia – strategic consulting and media relation
* Aspire Zone, Doha, Qatar – brand consulting
* European Capital of Culture Maribor, Slovenia – media relation for Croatian market
* Calcit Kamnik, Slovenia – strategic business consultancy
* Telemach Cable TV Network, Sarajevo, Mostar, Banja Luka, BiH – brand consultancy and media relation
* Croatian Railway Cargo, Zagreb, Croatia – media relation
* Istikbal Furniture, Kayseri, Turkey – brand consultancy and company launch on Qatar market
* Arcelor Mittal, Skopje, Macedonia – business consultancy and social media development
* ClickHome, Zagreb, Croatia – brand consultancy
* Croatian Press Photographer Association, Zagreb, Croatia – consulting and project partnership
* Q Post, Doha, Qatar – brand consulting and operational activities for World Post Congress
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* **Croatian Builders Construction Association**, Zagreb, Croatia – organization, support for annual conference, consulting media relation, Dubrovnik, Croatia
* Communication Regulatory Agency RAK, Sarajevo, BiH – media relation, preparation of project documentation for the transition from analog to digital signal
* Socialbakers EU, Prague, Czech Republic – company launch, media relation
* Hotel HolidayInn, Sarajevo, BiH – rebranding
* Croatian-Qatar Association, Zagreb, Croatia – business network solution
* Žito Vardar Group, Veles, Macedonia – brand development, media relation, product launch
* Miele, Skopje, Macedonia – media relations
* **Web Award Me** National Web Competition, Sarajevo, BiH – founder and organizer
* Bitola Brewery, Bitola, Macedonia – brand consultancy and media relation
* Sarajevo Green Design, Sarajevo, BiH – event management, support, media relation and social media management
* **PR ARENA** Balkan student public relation conference, Sarajevo, Bosnia and Herzegovina (BiH) – organizer
* 10th **PRO PR** Conference and PRO PR Globe Awards (launch), Maribor, Slovenia – organizer
* AGS Oil Company, Orašje, BiH – business consultancy

**2011.**

* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* Telemach Cable TV Network, Sarajevo, Mostar, Banja Luka, BiH – brand consultancy and media relation
* Calcit, Kamnik, Slovenia – strategic business consultancy
* Phillip Morris, Niš, Serbia – consultancy
* AD BUTEL, Skopje, Macedonia – consulting, media relation, event management
* Superbrands, London, United Kingdom – media relations for Croatian market
* Bilfinger Berger, Slavonski brod, Croatia – communication consultancy and implementation
* Croatian Press Photographer Association, Zagreb, Croatia – consulting and project partnership
* Vardar Insurance Company, Skopje, Macedonia – media relation, event management
* Press Clipping, Maribor, Slovenia – rebranding
* Adepto, Sarajevo, BiH – media relation, event management
* **PR ARENA** Balkan student public relation conference, Sarajevo, Bosnia and Herzegovina (BiH) – organizer
* Web Award Me National Web Competition, Sarajevo, BiH – founder and organizer
* 9th **PRO PR** Conference, Subotica, Serbia - organizer
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* European Eye Hospital, Skopje, Macedonia – strategic consulting and media relation
* AGS Oil Company, Orašje, BiH – business consultancy
* Bayer Farmaceutical Company, Sarajevo, BiH – implementation of national campaign of contraception
* Žito Vardar Group, Veles, Macedonia – brand development, media relation, product launch

**2010.**

* Vizija Dubrovnik 5D Theatrum, Croatia – media relation, event management
* Brailović Meat Industry, Sarajevo, BiH – new division company launch, media relationship
* Lek Sandoz, Skopje, Macedonia – product launch
* Calcit, Kamnik, Slovenia – strategic business consultancy
* School of Practical Project Preparation for The Grant of the EU (Škola praktičnog pisanja projekata za fondove EU) , Ljubljana, Slovenia – executive director, co-founder – implementation in Croatia and Bosnia and Herzegovina
* Keramika Modus, Orahovica, Croatia – brand consulting, media relation
* **Web Award Me** National Web Competition, Sarajevo, BiH – founder and organizer
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* EU Partners, Ljubljana, Slovenia - business consultancy
* Hotel Antunović, Zagreb, Croatia – brand consultancy
* 8th **PRO PR** Conference, Rab, Croatia – organizer
* Bayer Farmaceutical Company, Ljubljana, Slovenia – one day education for southeast Europe brand managers
* Žito Vardar Group, Veles, Macedonia – brand development, media relation, product launch
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* Bayer Farmaceutical Company, Sarajevo, BiH – Crisis communication strategy, impementation, creation of nationala campaign of contraception

**2009.**

* City of Slavonski Brod, Croatia – mayor office consultancy for crisis communication case
* Stihl, Waiblingen, Germany – media relation for Croatian market
* Outlet Center Saint Helena, Sv. Helena, Croatia – media relation
* Đuro Đaković Montaža, Slavonski Brod, Croatia – strategic communication consultancy, implementation of public relation
* Telekom Slovenia, Ljubljana, Slovenia – public relation and company launch on Macedonia market
* **Formula 1 Power Boat P1**, London, UK – brand consultancy
* School of Practical Project Preparation for The Grant of the EU, Ljubljana, Slovenia – executive director, co-founder – implementation in Croatia and Bosnia and Herzegovina
* EU Partners, Ljubljana, Slovenia - business consultancy
* Žito Vardar Group, Veles, Macedonia – brand development, media relation, product launch
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* Fresenius Medical Care, Bad Homburg, Germany – crisis communication, consultancy and implementation for Croatian market
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* Restaurant Gabrec 1929, Samobor, Croatia – event management, media relation, 80th anniversary
* **Web Award Me** National Web Competition, Sarajevo, BiH – founder and organizer
* 7th **PRO PR** Conference, Budva, Montenegro – organizer
* Development Agency of The City of Slavonski Brod, Croatia – business development consultancy
* Hotel Antunović, Zagreb, Croatia – brand consultancy

**2008.**

* City of Crikvenica, Croatia – mayor office, strategic consulting and public relation – The 120th anniversary of organized tourism in Crikvenica
* URSA, Madrid, Spain – brand consultancy for Slovenian market
* Đuro Đaković Montaža, Slavonski brod, Croatia – strategic communication consultancy, implementation of public relation
* Hotel Antunović, Zagreb, Croatia – brand consultancy
* School of Practical Project Preparation for The Grant of the EU, Ljubljana, Slovenia – executive director, co-founder – implementation in Croatia and Bosnia and Herzegovina
* EU Partners, Ljubljana, Slovenia - business consultancy
* Bayer Schering Pharma, Ljubljana, Slovenia – education program
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* Fashion TV by Michelle Adams, Zagreb (Croatia), Ljubljana (Slovenia) - media announcement and launch Fashion TV SEE (Southeast Europe) with Pink TV
* Outlet Center Saint Helena, Sv. Helena, Croatia – media relation
* Macedonian Public Relation Conference, Skopje, Macedonia – organizer
* 6th **PRO PR** Conference, Sarajevo, BiH – organizer
* CRO Luxury Days, Zagreb, Croatia – media relation
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional

**2007.**

* Croatian Boat show, Split, Croatia – media relation
* Adriatic Croatia Internacional Club (ACI Marine) – crisis communication strategy and implementation
* **Samobor Carnival Festival**, Samobor, Croatia – project consultancy and media relation
* Top Home, Samobor, Croatia – strategic consulting
* Croatian Academy of Science and Art, Zagreb, Croatia – strategic consultancy and media relation
* **Foundation Lavoslav Ružička**, Vukovar, Croatia – strategic consultancy and fundraising
* School of Practical Project Preparation for The Grant of the EU, Ljubljana, Slovenia – executive director, co-founder – implementation in Croatia and Bosnia and Herzegovina
* EU Partners, Ljubljana, Slovenia - business consultancy
* Hotel Antunović, Zagreb, Croatia – brand consultancy
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* Đuro Đaković Montaža, Slavonski brod, Croatia – strategic communication consultancy, implementation of public relation
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* 5th **PRO PR** Conference, Ohrid, Macedonia – organizer
* **Croatian Walk of Fame**, Opatija, Croatia – founder and organizer

**2006.**

* INGRA Construction Company, Zagreb, Croatia – technical support regarding the corporate bonds presentation and media relation
* Pfanner, Lauterach, Austria – crisis communication, strategy and implementation for Croatian market
* Croatian Academy of Science and Art, Zagreb, Croatia – strategic consultancy and media relation
* Hotel Antunović, Zagreb, Croatia – brand consultancy
* Đuro Đaković Montaža, Slavonski brod, Croatia – strategic communication consultancy, implementation of public relation
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* Readers Digest magazine, Zagreb, Croatia – media relation and launch
* Macedonian National Tourist Organization, Skopje, Macedonia – organization of press trip for Slovenian and Croatian journalist
* **Ohrid Fest**, Ohrid, Macedonia – member of the jury and media relation for Croatian market
* **Foundation Lavoslav Ružička**, Vukovar, Croatia – strategic consultancy and fundraising
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* **Croatian Walk of Fame**, Opatija, Croatia – founder and organizer
* 4th **PRO PR** Conference, Rogaška Slatina, Slovenia – organizer

**2005.**

* Consumer Association of Croatia, Zagreb, Croatia – crisis communication strategy and implementation
* **FIBEP** (Federation Internationale des Bereaux dExtraits de Press), Paris, France – coorganizer of 40th World Congress, Dubrovnik, Croatia
* **Foundation Lavoslav Ružička**, Vukovar, Croatia – strategic consultancy and fundraising
* Nacional Weekly Magazine, Zagreb, Croatia – event management, 500th edition of magazine
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* 3rd **PRO PR** Conference, Island Brijuni, Croatia – organizer
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**2004.**

* Perutnina Ptuj, Ptuj, Slovenia – crisis communication, strategy and implementation for Croatian market
* **FIBEP** (Federation Internationale des Bereaux dExtraits de Press), Paris, France – coorganizer, preparation for organization for 40th World Congress, Dubrovnik, Croatia
* **Samsung Nations Cup** World Tour, Zagreb, Croatia – media relation
* **Foundation Lavoslav Ružička**, Vukovar, Croatia – strategic consultancy and fundraising
* Zagreb News Magazine, Zagreb, Croatia – launch
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* Media Inteligence Group, Maribor, Slovenia – brand launch concept
* 2nd **PRO PR** Conference, Belgrade, Serbia – organizer
* Nina Badrić, Croatian singer – business development consultancy, strategic partnership and media relation
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**2003.**

* Capito Meat Industry, Banja Luka, Bosnia and Herzegovina-RS entity – strategic consulting and brand launch
* Shiseido Cosmetics, Tokyo, Japan – launching a new product, media relation for Croatian market
* “**Meeting of Generation for Đurđica Barlović**”, Zagreb, Croatia – organization of concert in memoriam of Đurđica Barlović
* TV3 Slovenian Commercial National TV Station, Ljubljana, Slovenia – brand consultancy
* Croatian Tourist Board, Zagreb, Croatia – presentation of tourist offer of Zadar County for Slovenian market
* DJ BOBO Music Superstar, Zurich, Switzerland – media relation for Croatian market
* Nina Badrić, Croatian singer – business development consultancy, strategic partnership and media relation
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional
* Montenegro Airlines, Podgorica, Montenegro – brand consultancy
* Republika Daily Magazine, Podgorica, Montenegro – consulting
* **International Music Pop Festival Sunny Steps**, Herceg Novi, Montenegro – member of the jury
* 1st **PRO PR** Conference, Herceg Novi, Montenegro – organizer
* Made in Montenegro - Development Agency of Republic of Montenegro – strategic consultancy and promotion for the project made in Montenegro
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**2002.**

* His Holiness the 14th Dalai lama, Tenzin Gyatso, Zagreb, Croatia – media relations, protocol and coorganization, support for Croatian – Tibetanian Association
* Evergreen Stories, Zagreb, Croatia – concert organizer at Vatroslav Lisinski Music Hall
* International Music Pop Festival Sunny Steps, Herceg Novi, Montenegro – president of the jury
* Hipp Children Food factory, Pfaffenhofen an der Ilm, Germany – crisis communication strategy for German and Croatian market, implementation in Croatian market
* Helios, Domžale, Slovenia – brand consulting, promotion and media relation
* Slavija Commerce, Laktaši, BiH, RS- entity – brand consultancy and launch
* **Samobor Firework Festival**, Samobor, Hrvatska – media relation
* Extra Weekly Magazine, Zagreb, Croatia – brand consultancy
* Art Expo, Zagreb, Croatia – project consulting
* Project “**Top Scholarship for Top Students**” – founder and organizer, cooperation with weekly magazine Nacional, project launch with cooperation of weekly magazine Nacional, endorse by president of republic of Croatia
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**2001.**

* Procter & Gamble, Budapest, Hungary – product launch, media relation for Croatian market (Mr. Propper, Swiffer and Jar)
* Barilla, Parma, Italy – organization of press trip to Parma for Croatian journalists
* AWT Internacional, Zagreb, Croatia – communication consultancy
* Varteks Denim, Novi Marof, Croatia – Levi’s launch of engineering jeans, event management
* Croatian Agency for Intellectual Property Rights, Zagreb, Croatia – strategic media consultancy, implementation, organization of press center at international conference at Brijuni Island
* **Samobor Carnival festival**, Samobor, Croatia – project consultancy, media relations
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**2000.**

* Petrol, Ljubljana, Slovenia – company launch at Croatian market
* Agrokor, Zagreb, Croatia – internal communication strategy consulting
* Autocommerce, Zagreb, Croatia – crisis communication strategy and implementation
* Mediteran Insurance Company, Zagreb, Croatia – crisis communication strategy and implementation
* Peugeot Croatia – Forty Car, Zagreb, Croatia – media relation, event management
* Hotel President Zadar, Zadar, Croatia – business development consulting and public relation
* Evergreen Stories, Zagreb, Croatia – concert organizer at Vatroslav Lisinski Music Hall
* Croatian Agency for Intellectual Property Rights, Zagreb, Croatia – strategic media consultancy, implementation
* Parting Building Construction Company, Zagreb, Croatia – crisis communication, strategy and implementation
* Volksbank, Vienna, Austria – company launch at Bosnia and Herzegovina market, media relation
* **International Music Pop Festival Sunny Steps**, Herceg Novi, Montenegro – president of the jury
* Spend D.D., Zagreb, Hrvatska - music project development and media relation
* SONO paging, Zagreb, Croatia – media relation
* Mediteran Insurance Company, Zagreb, Croatia – product launch
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**1999.**

* London School of Public Relation, London, UK – launching at Croatian market, director for Croatia
* Energy Institute “Hrvoje Požar”, Zagreb, Croatia – United Nation project “**Efficien use of Saving Bulbs**” – media relation, project implementation
* Terme Maribor, Maribor, Slovenia – brand consultancy, media relation and press trip, launching Hotel Habakuk
* Armand Assante, Hollywood actor, Los Angeles, USA – media relation for Croatian market
* Autocommerce, Ljubljana, Slovenia – strategic consultancy
* Fiat Auto Torino, Torino, Italy – organization of launching company on Croatian market
* Peugeot Croatia, Forticar, Zagreb, Croatia – media relation and event management
* Castrol Technology Center, Pangbourne, Berkshire – Castroll Croatia, Zagreb – organization of 100th anniversary of Castrol Oil
* **Croatian National Television** (HRT), Zagreb, Croatia – event management and media relation for 1000 epizodes of the daily political show “Motrišta”
* Privredna Banka Zagreb – Parting – project announcement, media relation
* National Theatar Maribor, Maribor, Slovenia – event management, consulting
* **Saint Mark International festival of Classical Music**, Zagreb, Croatia – media relations
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**1998.**

* Vipnet GSM, Zagreb, Croatia – media relation and launching first private national telecommunication company
* C.I.O.S. Group, Zaprešić, Croatia – crisis communication strategy and implementation
* Bouygues Bina Istra, Kanfanar, Croatia – crisis communication strategy, implementation, media relation for project Istrian Epsilon
* Inter News, Washington D.C., USA – workshop: marketing communication strategy deliver at University of Sarajevo
* Party Time Catering, Zagreb, Hrvatska – product launch and media relation
* Mitsubishi Japan Motors, London, UK – event management and media relation at Zagreb Autoshow
* Branko Cikatić, World Champion in K1, Zagreb, Croatia - media relation
* Petrol, Ljubljana, Slovenia – company launch for Bosnia and Herzegovina market
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation

**1997.**

* Sarajevo Tobacco Factory, brand Aura, Sarajevo, BiH – creation of new brand, graphic design, consultancy
* Altos, Karlovac, Croatia – brand launch “Corina del Conte”
* **37th Music Festival split 97**, Split, Croatia – executive director
* **Samobor Music Fall Festival**, Samobor, Croatia – media strategy and implementation
* **Samobor Carnival festival**, Samobor, Croatia – project consultancy, media relations
* Kompas Travel Agency, Zagreb, Croatia – media relation
* ZG Zoe Music, Zagreb, Croatia – promotion of musician, Opatija, Croatia

**1996.**

* **4th Croatian Golf Championship**, Zagreb, Croatia – director of the tournament (Mokrice, Slovenia)
* “**Forever in The Basketball**”, Zagreb, Croatia – In memoriam Dražen Petrović
  + Co-organizer of movie promotion at Cibona basketball Hall
* Billerbeck, Vienna, Austria – product launch and media relation at Croatian market
* Zagrepčanka Meat Industry, Zagreb, Croatia – product launching and media relation
* RSG Radio Station Velika Gorica – coorganizer of the project “**With ship across the Adriatic**” – event management, organization in 14 croatian coast cities

**1995.**

* **WTA Croatia Ladies Open**, 175.000$, Zagreb, Croatia – director of the tournament
* VTV Vinkovci Television Station, Vinkovci, Croatia -program consultancy
* OTV Open Television Zagreb “Sunday Lunch” TV Show – producer and host
* **4th Croatian Tennis Indoor Championship**, Zagreb, Croatia – director of the tournament
* **WTA Sparkasse Cup**, 400.000$, Leipzig, Germany – assistant of the tournament director
* Mlin Bakery, Vinkovci, Croatia – brand consultancy and product launch

**1994.**

* RSG Radio Station Velika Gorica – coorganizer of the project “**With ship across the Adriatic**” – event management, organization in 14 croatian coast cities
* OTV Open Television Zagreb “**Sunday Lunch**” TV Show – producer and host
* Turbo Limach Show National TV Show for Children – member of production team
* **Supermodel of The World**, Zagreb, Croatia – director of the contest
* Croatian National Theatar, Zagreb, Croatia – Christmas concest producer and organizer
* Dukat Dairy Industry, Zagreb, Croatia – brand consultancy and event management
* Rajko Dujmić, Eurovision Song Contest Winner – executive producer
* Gloria weekly women magazine – cooperation and launch

**1993**.

* Turbo Limach Show National TV Show for Children – member of production team
* RSG Radio Station Velika Gorica – coorganizer of the project “**With ship across the Adriatic**” – event management, organization in 14 croatian coast cities
* Ricardo Guy Milan, Milan, Italy – coorganizer of the beauty contest in Zagreb(Croatia), with Globus weekly magazine
* Childrens Festival “**Kukuriček**”, Đurđevac, Croatia – co-organizer
* Eurovision song contest winner Rajko Dujmić, Zagreb, Croatia – executive producer

**1992.**

* “**Croatian Children, Croatian Future**” organizied at Vatroslav Lisinski Concert hall
* Gradec art Shop, Zagreb, Croatia – event management, opening first shopping arcade in Croatia
* Rajko Dujmić Tour – concert organization in theatres Rijeka, Varaždin, Osijek, Zadar and Music Hall Čakovec – executive producer

**1990.**

* **Beach Party Crikvenica**, Croatia – founder and organizer of the first Croatian beach party
* **Pijama Party Crikvenica**, Croatia – founder and organizer of the first Croatian pijama party

**1989.**

* **New look** Modeling Agency, Crikvenica, Croatia – founder, organizing fashion shows spring-summer and autumn-winter
* **Miss Crikvenica**, Croatia – organizer and host of beauty contest
* Crikvenica Tourist Board “**Fish week Crikvenica”**, Crikvenica, Croatia

**1988.**

* **New look** Modeling Agency, Crikvenica, Croatia – founder, organizing fashion shows spring-summer and autumn-winter

**1981.**

* That year, inspired by organization of different summer beauty contests, I had decided to organize contest Miss parking Pavla Radića street in Crikvenica where I lived. There was nine competitors, and the winner was Maja Ivančić. She received flowers and a lent as a reward.
* Since 1978. – 1983. I have worked as a bellboy in Criknenica’s hotels: “Miramare”, hotel “Zagreb”, hotel “Esplanade” and hotel “Therapia”

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