

BUSINESS BIOGRAPHY



Danijel Koletić

director of Apriori World d.o.o.
www.aprioriworld.net

President of the PRCA (Public Relations Communications Association)
SE Europe
www.prca.org.uk

Secretary General WICMI (World Innovation and Change Management Institute)
<https://wicmi.ch/>

Director of the Youth Business Camp World Entrepreneurship Program

Director of the London School of Public Relations, Croatia program (1998-2001)

Founder:

International conference for public relations PRO.PR / PRO.PR Awards
<https://pro-pr.com/>

We inspire agriculture - conferences that follow current agricultural policies
<https://www.inspiriramo-poljoprivredu.com/>

PR ARENA / Balkans Student Public Relations Conference

Web Award Me/Bosnia and Herzegovina

FOCUS conference – conference on innovation and communications
in public administration and public companies

Author of projects:

"Top scholarship for top students" – program for awarding tuition fees

Croatian Street of Fame - Opatija, Croatia

Crystal Ball – branding of the state of Qatar

Social responsibility projects - cooperation:

- "Croatian children - Croatian future" foundation
- „Dupinov san“ – list of flora and fauna of the Adriatic Sea
- Lavoslav Ružička Foundation - renovation of the house of the first Croatian Nobel laureate - Vukovar
- "Soaps with dots" - Association of the Blind Zagreb
(www.sapunistockicama.com)

Awards:

Award for the project "Top scholarship for top students" (2010)
-national award Croatian marketing festival

European Excellence Award (2012)
- European award for public relations projects

Golden World Contribution Award 2020
-IPRA (International Public Relations Association) UN (United Nations)
- Award for sustainable development goal number 10, "Soaps with dots" project

Publications:

Author of the book "PR My Way" (2012)
Author of more than 70 articles
Diplomacy and commerce (The economist)
Epoch (Specialized portal for communications)
Marketing Magazine (Slovenia)
Brokers forum of India

Founder and president of the organizing board:

PRO PR Conference – international communication event, established 2001.

Slavonika – international agriculture conference, established 2014.

AGRO STARTUP – International agriculture conference for young people, established 2015

FOCUS Conference – conference about innovations and communications, established 2017.

World Innovation and Change Management Institute, Secretary- general, established 2020.

Youth Business Camp Switzerland, IDEA and CO founder, established 2020.

Education

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

Membership in professional associations

Founder of Croatian branch FIJET (World Association of Journalists and Authors in Tourism), a member of IABC, a member of Slovenian Society for Public Relations, member of a HUOJ Croatian Public Relations Association, member of IPRA (International Public Relations Association), Honorary President of PR Arena Balkans Student Public Relations Conference

Main business activities

Strategic consulting in the field of communication, brand management consulting, crisis communications, business and brand development strategies, brand driving, event management, digital communication strategies

Current position

CEO Apriori World (www.aprioriworld.com)

President of the Institute for Integrated Inclusive communications Southeastern Europe

President of the Organizing Board of the PRO PR Conference (www.pro-pr.com)

President of the Organizing Bord of the FOCUS Conference (www.focus-conference.eu)

Work Experience

2023

- Hrvatski akademski sportski savez - strategic consultant
- Harvard Medical School - consultant for Europe, the Middle East and North Africa, PGME Global Education (Boston, USA)
- Sean Garner Beyond the hype (Washington, USA) – strategic consulting
- Noventa di Piave Designer Outlet - media consultancy for the Balkan region (San Dona di Piave, Italy)
- Chairman of the organizing committee of the 20th PRO.PR conference (Plitvice Lakes, Croatia)
- INOUE Public Relations - strategic consulting (Tokyo, Japan)
- Youth Business Camp Adria Zagreb World Entrepreneurship, director
- Director and founder of „Agro StartUp“ conference
- Pekare Tušak - consultant, business and product development
- Europro employment - strategic consulting
- Underwater film festival - strategic consulting in the field of communications (Neum, Bosnia and Herzegovina)
- Croatian Discography Association - strategic consulting
- Climate Change Accelerator - consultant / mentoring
- Founder and executor „Inspiriramo poljoprivredu“
- Stone Block - strategic consultancy / mentoring (Switzerland)
- Ethics 4 Growth - consultancy / cooperation (Italia)
- City of Fažana - strategic consultancy

2022

- Harvard Medical School - consultant for Europe, the Middle East and North Africa, PGME Global Education (Boston, USA)
- Sean Garner Beyond the hype (Washington, USA) – strategic consulting
- Noventa di Piave Designer Outlet - media consultancy for the Balkan region (San Dona di Piave, Italy)
- INOUE Public Relations - strategic consulting (Tokyo, Japan)
- Chairman of the organizing committee of the 19th PRO.PR conference (Podčetrtek, Slovenia)
- Youth Business Camp Adria Zagreb, director

- Pekare Tušak - consultant, business and product development
- Europro employment - strategic consulting
- Underwater film festival - strategic consulting in the field of communications (Neum, Bosnia and Herzegovina)
- Croatian Discography Association - strategic consulting
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference

2021

- INOUE Public Relations- strategic consultancy (Tokyo, Japan)
- Harvard Medical School- consultant for Europe, the Middle East and North Africa, PGME Global Education (Boston, USA)
- United Nations Development Programme- consultant (Beograd, Srbija)
- Typhoon hill Boston- strategic consultancy (Boston, USA)
- Orchid city- partner (Utrecht, Nizozemska)
- Sean Gardner Beyond the hype - strategic consultancy (Washington, USA)
- CollectiVibe- strategic consultancy (Srbija)
- Go Daddy- strategic consultancy (USA)
- Konferencija Auto 2030- co-organizer
- Transformation lighthouse- strategic consultancy
- The good influence movement- strategic consultancy
- Hrvatska Diskografska Udruga- strategic consultancy
- Youth Business Camp Adria Zagreb, director
- Žabac food outlet- strategic consultancy
- Accor hotel- strategic consultancy for communication guidelines
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference
 - Chairman of the organizing committee of the 18th PRO.PR conference

2020

- Terme Selce, Croatia - strategic consulting
- "The Future of Accessibility" - Conference on Accessibility of Persons with Disabilities in the Digital Age for Southeast Europe
- TASTE2TASTE - brand management and business development on the project of a new beer, brewery

- 18 PRO PR conferences - organizer
- Alma Mater European University, Slovenia - strategic consulting
- Association for the Protection, Collection and Distribution of Phonogram Rights Fees (ZAPRAF) - strategic consulting, changes to the law on digital rights
- "Plavi ceker", Department of Agriculture and Forestry of the City of Zagreb - event management
- Press clipping - strategic consulting, digital communications
- Cash expert - strategic consulting
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference
- Chairman of the organizing committee of the 17th PRO.PR conference

2019

- TASTE2TASTE – brand management and business development on the project of new bear, brewery
- European Blockchain Cup– advisors for summit Europe-Asia – Kuala Lumpur
- Terme Selce, Croatia – strategic consultancy
- IBD – Healthy living, Croatia – Concept and consulting brand
- Cash Expert, Barcelona Spain – strategic consulting
- Alma Mater European University, Slovenia – strategic consulting
- SPOVANO, Slovenia – strategic consulting
- Žabac, food outlet, Croatia – strategic consulting
- Zagreb Association of Blind Persons – pro bono strategic consultancy
- The Center of digital literacy, Zagreb . pro bono strategic consultancy
- Turkish Embassy – strategic consultancy
- 17th PRO PR Conference – organizer
- Swedish gastro consulting – brand guidelines consulting
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference
- Chairman of the organizing committee of the 16th PRO.PR conference

2018

- AWT International d.o.o. – crisis communications
- Turkish Embassy – strategic consultancy
- City of Slavonski Brod – crisis communication
- JJ Business solutions, Qatar - business development
- Terme Selce, Croatia – strategic consultancy
- Žabac food outlet, Croatia – strategic consultancy
- Westminster City Council, WESTCO, United Kingdom – project consultant and partner

- European Bank for Reconstruction and Development – institutional partner for "Slavonika"
- FOCUS conference on communication and innovation in public administration and public sector companies, Sarajevo (Bosnia and Herzegovina)
- FOCUS conference on communication and innovation in public administration and public sector companies, Belgrade (Serbia)
- Fun Park Mirnovec – strategic consultancy
- Tourist organization Zlatibor – strategic consultancy
- Ladylike – strategic consultancy
- Female Association Ruž – strategic consultancy
- Zagreb Association of Blind Persons – pro bono strategic consultancy
- Soaps with dots – pro bono project consultancy
- 3rd national "Slavonika" agricultural conference – President of the Organizing Board
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference
- Chairman of the organizing committee of the 15th PRO.PR conference

2017

- AWT International d.o.o. – crisis communications
- Turkish Embassy – an organization of press conference
- City of Maribor, Slovenia - international strategic consultancy of the mayor's office
- JJ Business solutions, Qatar - business development
- Agrofructus, Croatia - strategic consultancy
- Terme Selce, Croatia – strategic consultancy
- Phillip Morris (Lausanne Switzerland)- strategic consultancy
- Cammeo group, Croatia – strategic consultancy
- Žabac food outlet, Croatia – strategic consultancy
- Rados d.o.o., Croatia – strategic consultancy
- Menats, Qatar – strategic consultancy
- Zagreb Association of blind persons – project consulting and branding "Soaps with dots"
- Zagreb Boxing Explosion, Croatia – strategy for media relations
- Westminster City Council, WESTCO, United Kingdom – project consultant and partner
- AJANS PRESS Istanbul, Turkey – consultancy
- Media intelligence group Press clipping - Czech Republic - strategic partnership consultancy
- BBC - education partnership for PRO PR conference
- European Bank for Reconstruction and Development – institutional partner for "Slavonika" 2nd national agriculture conference
- Exhibition of Qatar artist Amal Al Athem during Marco Polo festival on the Island of Korčula
- Qatar Food Exhibition – business cooperation
- 2nd Agro startup conference
- FOCUS conference on communication and innovation in public administration and public sector companies, Terme Tuhelj (Croatia)
- Founder and executor „Inspiriramo poljoprivredu“
- Director and founder of „Agro StartUp“ conference
- Chairman of the organizing committee of the 14th PRO.PR conference

2016

- Agrofructus - strategic consultancy
- Phillip Morris (Lausanne Switzerland)- strategic consultancy
- Antunović Gas station – strategic consultancy
- Terme Selce – strategic consultancy
- City of Maribor, Slovenia - international strategic consultancy of the mayor's office
- AJANS press Istanbul Turkey - strategy consultancy
- Aisha Al Tamimi, Qatar - brand strategy
- Press clipping Slovenia – communications consultancy
- Slavonika – First national agriculture conference – founder and organizer
- Agro startup conference – founder and organizer
- Cammeo group – strategic consultancy
- Sindikati – media consultancy and implementation
- Žabac food outlet, Croatia – strategic consultancy
- Menats Qatar – strategic consultancy
- WOQOD Qatar - rebranding
- JJ Business solutions, Qatar - business development
- 3rd Entrepreneurship in Economic Development Forum, Qatar – communication support
- 14th PRO.PR Conference in Bečići, Montenegro - first international public relations conference – organizer
- Zagreb Association of blind persons – project consulting and branding "Soaps with dots"
- EBAN Winter University 2016 – press center
- EBRD's conference in Tbilisi – Business opportunities for consultants and certification
- Director and founder of „Agro StartUp“ conference
- Chairman of the organizing committee of the 13th PRO.PR conference

2015

- Terme Selce - Health clinic - rebranding
- European Bank for Reconstruction and Development (EBRD)- consultancy
- City of Maribor, Slovenia- international strategic consultancy of the mayor's office
- Invest in Maribor- project establishing
- Cammeo Group- communication strategy
- Aisha Al Tamimi, Qatar- brand strategy
- Al Hasbant group, Qatar- consultancy
- Nigrad- building construction company- strategic consultancy
- PR ARENA- Balkans Student Public Relations Conference- organizer
- PRO.PR Interactive seminar Sarajevo, Bosnia and Herzegovina - organizer
- 13th PRO.PR Conference in Malinska, Croatia - first international public relations conference-organizer
- Antunovic Gas Station- brand consultancy
- Valued Based Leadership conference- co-organizer
- 300 years of Sinj Alka- Croatian heritage- an art project, Vladimir Vrljić Ankin exhibition
- Chairman of the organizing committee of the 12th PRO.PR conference

2014

- Cammeo Group, Zagreb (Croatia) – business consultancy, rebranding
- Institute for Tourism, Zagreb (Croatia) – media relation, co-organization 55th anniversary
- Hosekra Group, Big Berry, Slovenska Bistrica (Slovenija) – brand establishing and launching
- EXPO Milano (Italy) – a brand consultancy
- AJANS Press Istanbul (Turkey) – business consultancy
- Al Khor Qatar Leadership Academy – project consultancy
- Wohod Fahes Doha (Qatar) – brand business development
- Euraxess, Ljubljana (Slovenia) – media relation
- Antunović Gas Station, Zagreb (Croatia) - rebranding
- Alma Mater European University, Maribor, Slovenia – brand consultancy
- European Academy of Sciences and Arts, Salzburg, Austria - brand consultancy
- Podravka, Doha (Qatar) – business consultancy and product launch
- Jade Premium Fitness, Doha (Qatar) – brand establishment and consultancy
- Project „Pogled u plavo“ /“View into a Blue“/ - Croatian Tourist Board, Zagreb (Croatia)
- PRO PR World of Communication – launching special issue for daily newspaper Dnevni list, Mostar (Bosnia and Herzegovina)
- PRO.PR Interactive – „Communications in Finance“, Zagreb (Croatia) - organizer
- PRO.PR Conference, Sarajevo (Bosna and Herzegovina) - organizer
- PR ARENA Balkans Student Public Relations Conference, Sarajevo (Bosnia and Herzegovina) - organizer
- PRO.PR Awards, Sarajevo (Bosnia and Herzegovina) – event management

2013

- Project „Neodoljiva Hrvatska“ /Irrisitable Croatia/, Zagreb (Croatia) – brand consulting
- Miele, Skopje (Macedonia) – media relations
- Croatian Chamber of Commerce, Doha (Qatar) – consulting, media relation of the 8th World Chambers of Commerce Congress
- Hosekra Group, Slovenska Bistrica (Slovenia) - business development and branding
- Samobor Carnival, Samobor (Croatia) – project consultancy and media relations
- Poli, Doha (Qatar) – product launch
- Bimal, Brčko (Bosnia and Herzegovina) – media consulting and media relations
- Croatian Press Photographers Association, Zagreb (Croatia) – project partnership
- Waqud Qatar Doha (Qatar) – brand consulting
- Web portal "Visit my Country - VMC", Sarajevo (Bosnia and Herzegovina) – brand consultancy
- Brajlović Meat Industry, Sarajevo (Bosnia and Herzegovina) – a brand consultancy
- Commercial Bank - Banja Luka (Bosnia and Herzegovina) – digital strategy consultancy
- Lunos GmbH, Zagreb (Croatia) – company launch
- Qatar International Women Business Forum, Doha (Qatar) – project partnership
- Palmanova Outlet Village, Palmanova (Italy) – brand strategy consultancy and media relations
- European Academy of Sciences and Arts, Salzburg (Austria) - a brand consultancy
- Alma Mater European University, Maribor (Slovenia) – a brand consultancy
- Samobor Music Fall, Samobor (Croatia) – media relation
- Poslovni Dnevnik (daily business newspaper), Styria International, Zagreb (Croatia) - rebranding
- Social media management and consultancy, Skopje (Macedonia) – companies: ArcelorMittal, Zito Vardar, BO Bowling, LTB Jeans, Palma Mall, Pepsi and Haribo

- Slovenia - Qatar Business Forum, Doha (Qatar) – event management
- PRO.PR Conference, Opatija (Croatia) - organizer
- PR ARENA Balkans Student Public Relations Conference, Sarajevo (Bosnia and Herzegovina) - organizer
- PRO.PR Awards, Opatija (Croatia) – event management

2012

- Croatian - Qatar Association, Zagreb (Croatia) – business network solution
- Croatian Press Photographers Association, Zagreb (Croatia) – project partnership
- Klick Home, Zagreb (Croatia) – brand consulting
- Bitola Breuer, Bitola (Macedonia) – brand consulting and media relations
- Artselor Mitta, Skopje (Macedonia) – brand consulting and media relations
- European Eye Hospital, Skopje (Macedonia) – strategic communications consulting and development
- Isticbal Furniture Company, Doha (Qatar) – product launch in the State of Qatar
- Aspire Zone, Doha (Qatar) – strategic brand consulting
- Q Post, Doha (Qatar) – brand consulting and operation activities for World Post Congress
- European Culture City Maribor, Zagreb (Croatia) – media relations for Croatian media
- Samobor Music Fall, Samobor (Croatia) – media relations
- Congress of Croatian Builders Construction Association, Dubrovnik (Croatia) – co-organization
- Royal Foundation for Generations Solidarity, Zagreb (Croatia) – media relations
- Calcit Lika, Gospić (Croatia) – business consultancy
- Transport Logistic Solution, Doha (Qatar) - startup branding
- Telemach (cabel TV network), Sarajevo, Mostar, Banja Luka (Bosnia and Herzegovina) – brand consultancy and media relations
- HŽ Cargo, Zagreb (Croatia) – media operation
- Diners Club International, Sarajevo (Bosnia and Herzegovina) – brand consultancy and media relations
- Sarajevo Graduated School of Business, Sarajevo (Bosnia and Herzegovina) – brand consultancy
- Sarajevo Green Desing, Sarajevo (Bosnia and Herzegovina) - event management, media relations, social network managing
- RAK (Communication Regulatory Agency), Sarajevo (Bosnia and Herzegovina) - media relations, SWOT and PEST analysis, preparation of project documentation for the transition from analog to digital signal
- Socialbakers (Bosnia and Herzegovina) - strategic partnership and implementation
- Hotel Holiday Inn, Sarajevo (Bosnia and Herzegovina) - rebranding
- Inside by Ećo (furniture company), Sarajevo (Bosnia and Herzegovina) - media relations, the social network managing
- Žito Vardar Group (food company), Veles (Macedonia) – brand development, media relations, event management
- Bitola Brewery, Bitola (Macedonia) – brand consultancy and media relations
- Miele, Skopje (Macedonia) – media relations
- European Eye Hospital – Skopje (Macedonia) – brand consultancy, media relations
- ArcelorMitta, Skopje (Macedonia) – business brand consultancy
- PRO.PR Conference, Maribor (Slovenia) - organizer
- PR ARENA Balkans Student Public Relations Conference, Sarajevo (Bosnia and Herzegovina) - organizer
- PRO.PR Awards, Maribor (Slovenia) – launching
- Web Award Me (National Web Competition), Sarajevo (Bosnia and Herzegovina) - organizer

2011

- Adepto d.o.o., Sarajevo (Bosnia and Herzegovina) - media relations, event management, consulting
- Calcit Lika, Gospić (Croatia) – business consultancy
- Bilfinger Berger, Slavonski Brod (Croatia) – business consultancy
- Croatian Press Photographers Association, Zagreb (Croatia) – project partnership
- Philip Morris, Niš (Serbia) – production consultancy and services
- LPIS, Skopje (Macedonia) - creation and operation of media campaign
- AD BUTEL, Skopje (Macedonia) - media relations, consulting, event management
- European Eye Hospital – Skopje (Macedonia) – brand consultancy, media relations
- Žito Vardar Group (food company), Veles (Macedonia) – brand development, media relations, event management
- Samobor Music Fall, Samobor (Croatia) – media relations
- Vardar osiguranje, Skopje (Macedonia) - media relations, consulting, event management
- Jugomerkur, Skopje (Macedonia) – brand business consultancy
- Superbrands, Zagreb (Croatia) - media relations
- Telemach (cabel TV network), Sarajevo, Mostar, Banja Luka (Bosnia and Herzegovina) – crisis communication, brand consultancy and media relations
- PRO.PR Conference, Subotica (Serbia) - organizer
- PR ARENA Balkans Student Public Relations Conference, Sarajevo (Bosnia and Herzegovina)
- Web Award Me (National Web Comepetition), Sarajevo (Bosnia and Herzegovina) – organizer
- Top Scholarship for Top Students 10th anniversary, Zagreb (Croatia)- co-founder and organizer

2010

- Croatian Press Photographers Association, Zagreb (Croatia) – project partnership
- Visia Dubrovnik 5D Theatrum, Dubrovnik (Croatia) – project consultancy, media relations
- Humanitarian Action „Ruka Dobrote“, Zagreb (Croatia) - co-organization
- Meat Industry Brajlović, Sarajevo (Bosnia and Herzegovina) – brand consultancy, media relations, new division company launch
- Lek Santos, Skopje (Macedonia) - product launch
- Žito Vardar Group (food company), Veles (Macedonia) – brand development, media relation, event management
- Ceramics Modus, Orahovica (Croatia) – brand consulting, media relations
- Samobor Music Fall, Samobor (Croatia) – media relations
- Calcit Lika, Gospić (Croatia) – business consultancy
- EU Partners, Ljubljana (Slovenia) – business consultancy
- School of practical project preparation for the grant of the EU - executive director, Zagreb (Croatia), Sarajevo (Bosnia and Herzegovina) – launching and co-organizing
- Telemach (cable TV network), Sarajevo, Mostar, Banja Luka (Bosnia and Herzegovina) – crisis communication, brand consultancy and media relations
- PRO.PR Conference, Rab (Croatia) - organizer
- Web Award Me (National Web Competition), Sarajevo (Bosnia and Herzegovina) - organizer
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer

2009

- School of practical project preparation for the grant of the EU - executive director, Zagreb (Croatia), Sarajevo (Bosnia and Herzegovina) – launching and co-organizing
- EU Partners, Ljubljana (Slovenia) – business consultancy
- Outlet Center Sv. Helena, Sv. Helena (Croatia) - media relations and brand consultancy
- Đuro Đaković Montaža, Slavonski Brod (Croatia) – public relations
- Bayer Healthcare, Sarajevo (Bosnia and Herzegovina) – public relations
- The city of Slavonski Brod, Slavonski Brod (Croatia) - crisis communication
- Development Agency of the City of Slavonski Brod, Slavonski Brod (Croatia) - business consultancy
- STILL German, Zagreb (Croatia) – event management, media relations
- Samobor Music Fall, Samobor (Croatia) – media relations
- Telekom Slovenija, Ljubljana (Slovenia) – business consultancy, public relations and company launch in Macedonia
- Gastro Group, Zagreb (Croatia) – brand consultancy and media relations
- Fresenius Medical Care German, Zagreb (Croatia) - crisis communication
- Gabrek 1929 Restaurant, Samobor (Croatia) - event management 80th anniversary
- Powerboat P1 London, Zagreb (Croatia) – brand consultancy and media relations
- Bayer Healthcare, Sarajevo (Bosnia and Herzegovina) - crisis communication strategic consulting
- Žito Vardar Group (food company), Veles (Macedonia) – brand development, media relation, event management
- Vardar (Triglav) Insurance, Skopje (Macedonia) – public relations
- Media Intelligence Group – Maribor (Slovenia) – a brand consultancy
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- Web Award Me BiH 2009 - a project of rewarding the best Bosnian and Herzegovina's website - organizer
- PRO.PR Congress 2009, Budva, Montenegro – organizer

2008

- The city of Crikvenica, Crikvenica (Croatia) – brand consulting and public relations - the 120th anniversary of organized tourism in Crikvenica
- EU Partners, Ljubljana (Slovenia) – business consultancy
- School of practical project preparation for the grant of the EU - executive director, Zagreb (Croatia), Sarajevo (Bosnia and Herzegovina) – launching and co-organizing
- Đuro Đaković Monataža, Slavonski Brod (Croatia) - public relations
- Hotel Antunović, Zagreb (Croatia) – brand consultancy and public relations
- URSA, Uralita, Novo Mesto (Slovenia) - brand consultancy
- Samobor Music Fall, Samobor (Croatia) – media relations
- Outlet Center Sv. Helena, Sv. Helena (Croatia) – media relations
- Cro Luxury Days, Zagreb (Croatia) - media relations
- Fashion TV SEE, Zagreb (Croatia), Ljubljana (Slovenia) – launching, media relations
- Bayer Schering Pharma, Ljubljana (Slovenia) – education
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- Macedonian Public Relations Conference, Skopje (Macedonia) – organizer
- PRO.PR Congress 2008, Sarajevo (Bosnia and Herzegovina) - organizer

2007

- Samobor Carnival, Samobor (Croatia) – project consultancy and media relation
- 3rd Croatian Boat Show, Split (Croatia) – media relations
- ACI d.d., Opatija (Croatia) - crisis communications

- EU Partners – SEE launching
- Top Home, Samobor (Croatia) – brand consulting
- Ružička's House Foundation, Vukovar (Croatia) – strategic consulting and fundraising
- Lions Club Zrinjevac, Zagreb (Croatia) - media relations
- Croatian Academy of Arts and Sciences, Zagreb (Croatia) – strategic consultancy and media relations
- Đuro Đaković, Slavonski Brod (Croatia) – public relations
- School of practical project preparation for the grant of the EU - executive director, Zagreb (Croatia), Sarajevo (Bosnia and Herzegovina) – project development
- URSA, Uralita, Novo Mesto (Slovenia) - brand consultancy
- Samobor Music Fall, Samobor (Croatia) – media relation
- Hotel Antunović, Zagreb (Croatia) – brand consultancy and public relations
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- PRO.PR Congress 2007, Ohrid (Macedonia) - organizer
- Croatian Walk of Fame, Opatija (Croatia) - founder and organizer

2006

- Samobor Music Fall, Samobor (Croatia) – project consultancy, media relations
- INGRA d.d., Zagreb (Croatia) - media relations and technical support regarding the corporate bonds presentation
- Pfanner GmbH, Zagreb (Croatia) - crisis communication
- Hotel Antunović, Zagreb (Croatia) - media relations and event organization (opening)
- Reader's Digest Croatia, Zagreb (Croatia) - media relations and event management
- Macedonian National Tourist Organization, Skopje (Macedonia) – media relations and press trip
- Ohrid Fest, Ohrid (Macedonia) – media relations
- Ružička's House Foundation, Vukovar (Croatia) – strategic consulting and fundraising
- Lions Club Zrinjevac, Zagreb (Croatia) - media relations
- Croatian Academy of Arts and Sciences, Zagreb (Croatia) – strategic consultancy and media relations
- Đuro Đaković, Slavonski Brod (Croatia) – public relations
- PRO.PR Congress 2006, Rogaška Slatina (Slovenia) - organizer
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- Croatian Walk of Fame, Opatija (Croatia) - founder and organizer

2005

- Ružička's House Foundation, Vukovar (Croatia) – strategic consulting and fundraising
- Udruga potrošača (Consumer Association) - crisis communication
- Academic artist Ivan Andrianić - public relations
- 40th Anniversary of World Congress of the agency for monitoring and analysis of media, FIBEP, Dubrovnik - co-organization and media relations
- Nacional 500, Zagreb (Croatia) - event management, consulting
- PRO.PR Congress 2005, Brijuni (Croatia) - organizer
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer

2004

- FIBEP (Federation Internationale des Bureaux d'Extraits de Press), Dubrovnik (Croatia) – organizer of 40th World Congress
- Samsung Nations Cup World Tour, Zagreb (Croatia) - media relations

- Perutnina Ptuj, Zagreb (Croatia) - crisis communication
- Ružička's House Foundation, Vukovar (Croatia) – strategic consulting and fundraising
- Media Intelligence Group, Maribor (Slovenia) – a brand consultancy
- Weekly "Zagreb News", Zagreb (Croatia) – launching
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- PRO.PR Congress 2004, Beograd (Serbia) - organizer

2003

- Meat Industry Capito, Banja Luka (Bosnia and Herzegovina) – brand consultancy and launching
- Shiseido, Zagreb (Croatia) - launching a new product and media relations
- BMW, Zagreb (Croatia) - media relations
- Music project, „Meeting of Generations for Đurđica Barlović“, Zagreb, (Croatia) - organizer
- TV3 (national TV station), Ljubljana (Slovenia) – a brand consultancy
- Croatian Tourist Board, Zagreb (Croatia) - presentation of tourist offer of Zadar County
- Swiss foundation and DJ BOBO - Zagreb (Croatia) - media relations
- Nina Badrić, singer – brand consultancy and launching
- Top Scholarship for Top Students, Zagreb (Croatia) - co-founder and organizer
- PRO.PR Congress 2003, Herceg Novi (Montenegro) - organizer

2002

- His Holiness the 14th Dalai Lama, Tenzin Gyatso, Zagreb (Croatia) – media relations, protocol, and co-organization
- Music project „Evergreen Stories“, Zagreb (Croatia) – organizer
- Music project „Sunčane skale“, Herceg Novi (Montenegro) – president of the jury
- Samobor Carnival, Samobor (Croatia) – project consultancy and media relations
- HELIOS – Heltrading, Zagreb (Croatia) – brand consultancy and media relations
- HIPP, children food, Zagreb (Croatia) – crisis communication
- Samobor Fireworks Festival, Samobor (Croatia) - brand consultancy and media relations
- Slavija Commerce, Banja Luka (Bosnia and Herzegovina) – brand consultancy and launching
- Weekly „Extra“, Zagreb (Croatia) – a brand consultancy
- Art Expo, Zagreb (Croatia) - launching
- Music project „Meeting of Generations for Đurđica Barlović“, Zagreb, (Croatia) - organizer
- Top Scholarship for Top Students, Zagreb (Croatia) – launching

2001

- Procter & Gamble, Zagreb (Croatia) - product launching, media relations, event management
- Samobor Carnival, Samobor (Croatia) – project consultancy and media relations
- Barilla, Parma (Italy) – media relations, press trip
- AWT International, Zagreb (Croatia) – brand consultancy
- Levi's - Varteks Denim, Novi Marof (Croatia) – event management
- Croatian Agency for Intellectual Property Rights, Zagreb (Croatia) – media relations and

event management

2000

- Petrol, Zagreb (Croatia) – brand consultancy and company launching
- Agrokor, Zagreb (Croatia) – internal communication strategy consulting
- Autocommerce, Zagreb (Croatia) - crisis communication
- Music project „Evergreen Stories“, Zagreb, Split (Croatia) – organizer
- Mediteran Insurance, Zagreb (Croatia) – crisis communications, product launching
- Peugeot Croatia, Forticar, Zagreb (Croatia) – brand consultancy and public relations
- Music project „30 yrs of Novi Fosili“ – brand consultancy and event management
- Hotel President, Zadar (Croatia) – public relation and brand consultancy
- Music project „Sunčane skale“, Herceg Novi (Montenegro) – president of the jury
- Music project Spen D.D. - event management
- Volksbank, Sarajevo (Bosnia and Herzegovina) – brand consultancy and launching
- SONO paging, Zagreb (Croatia) – media relations
- Croatian Agency for Intellectual Property Rights, Zagreb (Croatia) – media relations and event management
- Parting, building construction company, Zagreb (Croatia) – crisis communication

1999

- Fiat Auto Torino, Zagreb (Croatia) - media relations
- Terme Maribor, Hotel Habakuk, Maribor (Slovenia) – brand consultancy, media relations and press trip
- Energy Institute "Hrvoje Požar"- UN project "Efficient use of saving bulbs", (Croatia) – media relations, project implementation
- Armand Assante, Hollywood actor, Zagreb (Croatia) - media relations
- Peugeot Croatia, Forticar, Zagreb (Croatia) – brand consultancy and public relations
- Croatian National Television (HRT), 1000 episodes of the daily political show „Motrišta“ – event management and media relations
- Parting - Privredna Banka Zagreb, Zagreb (Croatia) – project media relations
- London School of Public Relations, Zagreb (Croatia) – launching
- Autocommerce, Ljubljana (Slovenia) – brand consultancy
- Castrol, 100 yrs anniversary, Zagreb (Croatia) - event management
- National Theatre Maribor 80 yrs anniversary, Maribor (Slovenia) - event management
- Music project, International Festival of Classical music, "St. Mark", Zagreb (Croatia) - media relations

1998

- Vipnet GSM, a national telecommunication company, Zagreb (Croatia) – launching and media relations
- C.I.O.S. Grupa, Zagreb (Croatia) - crisis communication
- BINA ISTRA – BOUIGES, Zagreb (Croatia) - crisis communication
- Inter-News, USA program "Marketing Communication", University of Sarajevo, Sarajevo (Bosnia and Herzegovina) - workshop
- Branko Cikatić, world champion in the thai box, Zagreb (Croatia), media relations
- Party Time Catering, Zagreb (Croatia) - media relations, product launching

- Mitsubishi Japan Motors, Zagreb Auto Show, Zagreb (Croatia) – media relations and event management
- Petrol, Sarajevo (Bosnia and Herzegovina) – company launching

1997

- Samobor Carnival, Samobor (Croatia) – project consultancy and media relations
- Music project ZG ZOE MUSIC, Opatija (Croatia) – event management
- Sarajevo Tobacco Factory, Sarajevo (Bosnia and Herzegovina) - product launching "Aura"
- Travel agency "Kompas", Zagreb (Croatia) – public relations
- The City of Knin, Knin (Croatia) – event management
- 37th Music festival "Split '97", Split (Croatia) – co-organizer and executive director
- Samobor Music Fall, Samobor (Croatia) – project consultancy, media relations
- "Altos" - Corina del Conte, Zagreb (Croatia) - product launching

1996

- 4th Croatian Golf Championship, Mokrice (Slovenia) – co-organizer and director of the tournament
- In memoriam Dražen Petrović „Forever in the Basketball“, Zagreb (Croatia) – co-organizer of movie promotion
- "Billerbeck Austria", Zagreb, Split (Croatia) – product launching and media relations
- "Zagrepčanka", Meat Industry, Zagreb (Croatia) – product launching and media relations
- Radio station Velika Gorica – RVG, project „Brodom po Jadranu“, (Croatian cost) – event management in 14 cities
- "Best Croatian Radio“, Zagreb (Croatia) – event management

1995

- WTA "Croatia Ladies Open", 175,000 \$, Zagreb (Croatia) – director and organizer
- VTV, Television station, Vinkovci (Croatia) – program consultancy
- OTV "Nedjeljni ručak", TV show, Zagreb (Croatia) – producer and host
- 4th Croatian Tennis Indoor Championship, Zagreb (Croatia) – director and organizer
- "Sparkasse Cup", 400,000 \$, Leipzig (Germany) – assistant of the tournament director
- Weekly „Nacional“, Zagreb (Croatia) - product launching
- Mlin pekara, bakery, Vinkovci (Croatia) – brand consultancy and product launching

1994

- Turbo Limach Show, Zagreb (Croatia) – a member of the production team
- "Supermodel of the World – Croatia", Zagreb (Croatia) – co-organizer and director
- Christmas concert in the Croatian National Theatre, Zagreb (Croatia) - organizer
- Dukat Milk Industry, Zagreb (Croatia) – brand consultancy and event management
- Eurovision song contest winner Rajko Dujmić, Zagreb (Croatia) – executive producer
- Radio station Velika Gorica – RVG, project „Brodom po Jadranu“, (Croatian cost) – event management in 14 cities

1993

- Beauty contest „Ricardo Gay Milan“, Zagreb (Croatia) – co-organizer
- Turbo Limach Show, Zagreb (Croatia) – a member of the production team
- Radio station Velika Gorica – RVG, project „Brodom po Jadranu“, (Croatian cost) – event management in 14 cities
- Eurovision song contest winner Rajko Dujmić, Zagreb (Croatia) – executive producer
- Children's Festival „Kukuriček“, Đurđevac (Croatia) – co-organizer

1992

- Eurovision song contest winner Rajko Dujmić, Zagreb (Croatia) – executive producer
- Music project „Rajko Dujmić Tour“, Rijeka, Varaždin, Zadar, Osijek, Zadar, Čakovec (Croatia) - organizer
- Charity concert „Croatian Children – Croatian Future“, Zagreb (Croatia), Concert Hall Vatroslav Lisinski and the opening of foundation in cooperation with the Ministry of Labour and Social Welfare
- "Gradec Art Shop", Zagreb (Croatia) – event management (opening first shopping center in Croatia)

1990

- Beach party, Crikvenica (Croatia) – founder and organizer, first Croatian beach party
- Pajama party – Crikvenica (Croatia) - founder and organizer

1989

- Modeling agency „New Look“ – Crikvenica (Croatia) – founder, event management and organizing of fashion show; Spring/Summer and Autumn/Winter collection
- Miss Crikvenica, beauty contest, Hotel Therapia, Crikvenica (Croatia) – organizer
- Fish Week Crikvenica, Crikvenica (Croatia) – host

1988

- Modeling agency „New Look“, Crikvenica (Croatia) – founder, event management and organizing of fashion show; Spring/Summer and Autumn/Winter collection
- Crikvenica Carnival, Crikvenica (Croatia) – assistant of Sunday party

1981

- Special event „Miss parking“, a beauty contest in Pavle Radic Street, Crikvenica (Croatia)

Address of the office:

Florijana Andrašeca 18a

10 000 Zagreb

Croatia

Contacts:

Office number - 00385 1 3010 292 Mobile phone - 00385 98 417 108 Skype: aprioriworld1

E-mail: daniel.key@aprioriworld.com info@aprioriworld.com

Web: www.aprioriworld.com