


STRATEGIC COMMUNICATION IN THE MEDIA

MASTERCLASS for Business Leaders

 Date and Time: June 11, 2025 |  13:00–17:00

 Location: Falkensteiner Hotel Belgrade

WHO IS THIS FOR?

Directors, PR teams, project managers, and anyone who wants to strategically position their projects in the public eye.

 **Limited seats available.**

LECTURERS



Mirko Radonjić
Editor-in-Chief eKapija



Nemanja Dinčić Technology
Innovation Manager Bloomberg Adria



Slađana Adamović Ilić
CEO of Media Skills doo (Former editor
and presenter at Bloomberg Adria TV)

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MODULE 1 | 13:00 – 13:45

How do portals and print media view the construction industry?

 *Mirko Radonjić, Editor-in-Chief of eKapija*


- What makes a project interesting for the media?
- Who gets media coverage and why?
- "Why does a project receive negative media coverage and how to resolve a crisis?"
- "Dangers to the construction industry arising from the current political and media situation."
- How to position your story – interviews, analyses, news.
- Combining PR and sponsorship as tools for visibility.
- ESG and digitalization – trends attracting attention.



Mirko Radonjić
eKapija

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MODULE 2 | 13:45 – 14:30

Digital Transformation, AI and New Media Rules

 *Nemanja Dinčić, Technology Innovation Manager, Bloomberg Adria*

- How AI and automation shape news selection.
- Are regional media following global trends?
- Practical applications for companies: video presentations, AI chatbots, 3D renders.
- Warning: How to protect yourself from misinformation.
- Which channels 'work' today: social media, newsletters, portals



Nemanja Dinčić
Bloomberg Adria

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MODULE 3 | 14:40 – 17:00

How to Present a Construction Project on TV & Avoid a Crisis Situation?

 *Slađana Adamović Ilić, CEO of Media Skills doo*



Slađana Adamović Ilić
Media Skills doo

- Why is TV communication important for companies? "If you don't tell your story, someone else will."
- How to formulate key messages. Using storytelling: how to "package" your project into a story the audience understands and remembers.
- TV appearance: mistakes to avoid.
- Case Study: Media crisis of a project – analysis and lessons learned.
- Each participant prepares a 30-second "TV statement": "Present your project or company as if you are a guest on national TV." Our production provided: journalist, cameraman, camera, lighting.

CONSTRUCTION INDUSTRY IN THE MEDIA

MASTERCLASS for Business Leaders


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 Location: Falkensteiner Hotel Belgrade

PRICE: 280 euro + VAT per person


5% discount for 3 or more people from the same company

Registration and Information:

 office@mediaskills.rs

PIB: Media Skills doo - 114704630

Bank account: 160-6000002126257-95

 063 669 466

www.mediaskills.rs

WHAT YOU WILL LEARN:

- How to make your company recognized as a relevant source in the media.
- How to avoid negative attention and crisis situations.
- How to present your projects clearly, persuasively, and professionally.

BONUS:

- Professional video recordings of participants (mini clips for LinkedIn and other networks)
- Certificate of Participation