



MOKRA GORA SCHOOL OF MANAGEMENT

МОКРОГОРСКА ШКОЛА МЕНАЏМЕНТА

WINTER VIVALDI CMO & CCO FORUM

December 5-7 2013, Mokra Gora

If the only tool you have is a hammer, you tend to see every problem as a nail.

Abraham Maslow, American Psychologist (1908-1970)

Mokra Gora School of Management supported by the Steering Committee cordially invites you to participate in the Winter VIVALDI CMO & CCO Forum that will be held in the period from December 5-7, 2013.

Marketing, PR, Branding, Communication, Social Networks, Digital Media, Ratings and many other buzz words became common in our language, but yet it is not clearly visible that we understand and use all those tools in value creation.

Winter VIVALDI CMO & CCO Forum will focus on the expert topics of importance for the Marketing, Communication and Media Industry and is created for all Executives in this and related fields.

We extend special thanks to the Steering Committee for their expert advice and support:

Marijana Agic Molnar, *GfK*
Branimir Brkljac, *Entrepreneur*
Robert Coban, *Color Press Group*
Natasa Djurdjevic, *Coca-Cola Central South Europe*
Dina Janevska, *Telenor*
Borislav Miljanovic, *Represent System*
Olivera Nikodijević, *USB*
Srdjan Popovic, *Imlek*
Dragan Radic, *Ninamedia*
Ivan Stankovic, *Communis*
Vojislav Zanetic, *Mozaic*

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WINTER VIVALDI FORUM CMO & CCO FORUM

December 5-7 2013, Mokra Gora

THURSDAY, December 5

- 17:00 – 19:00** | **Arrival and registration of the participants**
Reception of the hotel Mecavnik
- 19:00** | **INTRODUCTORY LECTURE**
From the needs to the purchase, where does this all lead?
Vojislav Zanetic, *Co-owner of the Marketing Agency, Mozaic Amphitheater*
Noam Chomsky
- 20:00** | **Joint dinner**
Restaurant Viskonti
Dinner host

FRIDAY, December 6

- 09:00 – 11:00** | **PANEL 1:**
Topic: How to use pricing as a strategic advantage?
- Moderator:**
Oliver von Gagern, *CMO, TELENOR*
- Commentators:**
Dragan Radic, *Director and Owner, Ninamedia*
Ratko Kupresak, *Sales Director, Bambi Banat*
Bojan Stevanovic, *General Manager, Hauzmajstor*
Milan Rados, *Commercial Director, Knjaz Milos*
Sasa Ostojic, *Marketing and Sales Director, Hemofarm*
Gerrard Clarke, *Commercial Director, Fiat Automobili Srbija*
- 11:00 – 11:30** | **Coffee Break**
Restaurant Viskonti



11:30 – 13:00

PANEL 2:

Topic: New Product Development and Entrepreneurship revolution

Moderator:

Srdjan Janicijevic, *Founder and CEO*, Mokra Gora School of Management

Commentators:

Vaso Lekic, *CEO and Founder*, Foodland

Rade Gromovic, *Factory Director*, Zastava oruzje

Aleksandar Markovic, *Executive Director for Production and IT*, Metalac

Slavko Markovic, *Founder and Owner*, Supermarket concept store

Open discussion

13:00 – 14:30

Lunch

Restaurant Viskonti

14:30-15:30

LECTURE

The place of Sales – the place of Sales, the place of Purchase?

Natasa Djurdjevic, *Marketing Activation Excellence Director*, Coca-Cola Central South Europe

15:30-16:30

LECTURE

Direct Marketing – Black sheep of the Market Communication

Branimir Brkljac, *entrepreneur*

16:30 – 17:00

Coffee Break

Restaurant Viskonti

17:00 – 18:30

PANEL 3:

Topic: Communication – all or nothing?

Moderator:

Robert Coban, *President*, Color Press Group

Commentators:

Slobodan Georgijev, *Journalist*, weekly newspaper Vreme

Zdravko Brkic, *Food & Wine writer*

Dragana Djermanović, *CSO*, PRpepper, Novi Sad

Dragan Mocevic, *Owner*, Prime Communication, Banjaluka

Open discussion



19:00-20:00	<p>DEBATE: Who gets the credit, Marketing or Sales?</p> <p>Moderator: Milos Zecevic, <i>CMO and Sales Executive</i>, Mokra Gora School of Management</p> <p>Participants: Dina Janevski, <i>Marketing Communications and Customer Experience Director</i>, Telenor Tamara Djurovic, <i>Commercial Director</i>, Metalac posudje Srdjan Popovic, <i>Marketing Director</i>, Imlek Olivera Nikodijevic, <i>Marketing expert</i> Nikola Djukić, <i>Deputy Director of the Sales division</i>, Uniqa osiguranje</p>
20:30 –	<p>Dinner with friends of the School Dinner host</p>

SATURDAY, December 7

09:00 – 09:30	<p>KEY NOTE LECTURE: New media- new business models - The examples of the business models and new business opportunities emerged as a result of the popularity and the use of the social networks and media - Dragana Djermanovic, <i>CSO</i>, PRpepper, Novi Sad</p>
09:30 – 11:00	<p>GUEST SPEAKER How to, should you and why climb to the top? - Who made me climb in the first place... - Ivan Stankovic, <i>Director and Owner</i>, Communis</p>
11:00 – 11:30	<p>Coffee Break <i>Restaurant Viskonti</i></p>
11:30-12:30	<p>LECTURE Production of the content for the Internet – PR is O.K, but the content is the KING Borislav Miljanovic, <i>CEO</i>, Represent System</p>
12:30:13:30	<p>LECTURE Rebranding or Relaunch of the Serbia Marijana Agic Molnar, <i>Managing Director</i>, GfK</p>
13:00 – 14:30	<p>Lunch and Check-out</p>

Awaiting the confirmation of the Speakers