



## Program

### Friday, 06 December 2024

Arriving in Veles till 17:30

**18:00** Dinner

**19:00** Greeting and Introducing the Seminar

### Saturday, 07 December 2024

**07:00 – 09:00** Breakfast

**09:30** WHY IS INTERNSHIP IMPORTANT?

**09:45** Trending careers in the 21<sup>st</sup> century

Skills with highest demand

Engaging in Small Group Networking Conversations (exercise)

Find a possible career match according to your interests and abilities  
(exercise)

**11:00** Coffee break

**11:30** CAREER MANAGEMENT MODELS

Tools for time and activities management

Exercises:

How to prioritize everyday tasks?

set your smart goals!

personal development plan

**13:30** Lunch

**15:00** MODELS OF COMMUNICATION

Interpersonal communication

**16:00** Workplace communication

**16:30** Job interview simulation

**18:00** Dinner

Sunday, 08 December 2024

**07:00 – 09:00** Breakfast

**09:15** Short review of the Saturday sessions

**09:30** Creative problem solving  
What are the problems?  
What is creativity?  
How does creative change happen?  
Examples and exercise for creative innovations

**11:00** Coffee break

**11:30** Creating the problem tree (exercise)  
CPS techniques (tools) for developing and selecting ideas and solutions  
Brainstorming  
SCAMPER  
Evaluation matrix

**12:30** Exercises:  
Implementation of brainstorming technic 50 aspirations for developing  
Solutions and ideas for problems  
Implementation of SCAMPER technique for improving of ideas  
Implementation of evaluation matrix

**13:30** Lunch

**14:30** Digital marketing – tool for every entrepreneur  
Types of digital marketing  
Examples of good and bad marketing campaigns  
Rules for communication on social media

**16:00** Exercises:  
Use the "5 H and W" technique to write a Facebook post  
Social Media Calendar

**17:30** Closure of the training (lessons learned, final remarks)  
Evaluation