



Program

Friday, 12 December 2024

Arriving in Veles till 17:30

18:00 Dinner

19:00 Greeting and Introducing the Seminar

Saturday, 13 December 2024

07:00 – 09:00 Breakfast

09:30 WHY IS INTERNSHIP IMPORTANT?

09:45 Trending careers in the 21st century

Skills with highest demand

Networking in a team (exercise)

Engaging in Small Group Networking Conversations (exercise)

11:00 Coffee break

11:30 CAREER MANAGEMENT MODELS

Career management models

Ikigai for choosing a career (exercise)

Create a CV or hold a Zoom meeting (exercise)

Set your smart goals!

Personal development plan

13:30 Lunch

14:30

Creative problem solving

What are the problems?

What is creativity?

How does creative change happen?

Examples and exercise for creative innovations

15:30

Creating the problem tree (exercise)

CPS techniques (tools) for developing and selecting ideas and solutions

Brainstorming

SCAMPER

Evaluation matrix

16:30 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

18:00 Dinner

Sunday, 08 December 2024

07:00 – 09:00 Breakfast

09:15 Short review of the Saturday sessions

09:30 MODELS OF COMMUNICATION
Interpersonal communication

10:00 Workplace communication

11:00 Coffee break

11:30 Job interview simulation

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