



Schedule

Regular part (for all participants)

January

27.01. 15:00 - 19:00 Opening and speed dating @ Metropol

February

7. - 8.02. **AMCHAMPS TEAM BUILDING powered by ATLANTIC GRUPA @ Kaštel Ečka** (1 night)
Soko Štark factory visit
MENTORSHIP – Bojan Klarić, Atlantic Group
BRAND POSITIONIG – Mate Štetić, Atlantic Group
Workshop: Curiosity – Outrun

24.02. 15:00 - 17:00 NEUROMARKETING – Nikolaos Dimitriadis, Sheffield Univerzitet

COVID – BREAK – ONLINE PROGRAM

September

15.09. 15:00 – 17:00 FAMILY BUSINESS – Diana Gligorijević & Aleksandar Vratonjić
@zoom Gligorijević, Telegroup

29.09. 15:00 – 17:00 BUSINESS TRANSFORMATION – Ivan Miletić, Philip Morris
@zoom

October

13.11. 15:00 – 17:00 CORPORATE CULTURE – Branislav Savić, Ball Packaging Europe
@zoom

23.10. DEADLINE FOR AMCHAM PROJECT – AmCham networking in covid times

27.10. 14:00 – 17:00 Workshop: Strategy – Miro Smolović, PwC
@zoom

November

10.11. 15:00 - 17:00
 @zoom

CARIER DEVELOPMENT – Živorad Vasić, Crowne Plaza

During November

EVENT OGRANIZATION – Lecture for students

EVENT OGRANIZATION – Soft skills workshop

EVENT OGRANIZATION – Motivational lecture

EVENT OGRANIZATION – Informal online gathering

24.11. 15:00 – 17:00
 @zoom

SALES – CUSTOMER CENTRICITY – Svetoslav Atanasov, Coca-Cola Hellenic

December

01.12. 15:00 - 17:00
 @zoom

BUSINESS PLAN – Nebojša Škuljec & Sandra Marinković, MSD

Early December

DEADLINE FOR MENTORING DIARY

Middle December

CASE STUDY – instructions for semifinalists

Semifinals (for 10 pairs)

Assignment: COCA-COLA HELLENIC case study

Case study presentations & announcement of the finalists

Finals (for 3 pairs)

Mentoring sessions with AmChamps mentors – AmCham Board members on projects

Projects presentation & announcement of the winners