

## 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)

## STRATEGIC COMMUNICATION IN THE MEDIA

### *MASTERCLASS for Business Leaders*

 Date and Time: June 11, 2025 |  13:00–17:00  
 Location: Falkensteiner Hotel Belgrade

#### 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

## STRATEGIC COMMUNICATION IN THE MEDIA

### *MASTERCLASS for Business Leaders*

 Date and Time: June 11, 2025 |  14:00–18:30

 Location: Falkensteiner Hotel Belgrade

#### 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

## STRATEGIC COMMUNICATION IN THE MEDIA

### MASTERCLASS for Business Leaders

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

 Location: Falkensteiner Hotel Belgrade

#### 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.

## STRATEGIC COMMUNICATION IN THE MEDIA

### *MASTERCLASS for Business Leaders*

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

 Location: Falkensteiner Hotel Belgrade

#### 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.

#### PRICE: Paket 1 – Full Experience Cena: 280 € + PDV

Prisustvo svim predavanjima  
Case study: Snimanje u simuliranom studiju, montaža i finalna produkcija individualne izjave  
Stručna analiza vašeg nastupa pred kamerom

#### Paket 2 – Edukativni Cena: 120 € + PDV


Prisustvo svim predavanjima  
Bez video snimanja i montaže

#### Registration and Information:

 [office@mediaskills.rs](mailto:office@mediaskills.rs)

PIB: Media Skills doo - 114704630

Bank account: 160-6000002126257-95

 063 669 466

[www.mediaskills.rs](http://www.mediaskills.rs)