



Košice 2013, n.o. & European Creative Business Network

invite you to the

International Conference & Trade Mission

Policies for Social Era

8th - 9th December 2011, Košice, Slovakia

„Online marketing & social media“

Business Track invitation

Are you a creative entrepreneur in the field of online media?

We offer you the latest insights into starting and engaging internet communities. In social media strategies to create a stronger presence and higher level of customer involvement.

And in leveraging internet potential and social media to make your (customers) business grow. On top of this you are able to present your company to clients, investors and potential partners.

Is this attractive conference expensive?

Normal conference fee for businesses is 200 Euro, but Košice 2013 offers 10 companies from outside Slovakia a free entrance ticket, free accommodation and free catering. All you have to do is pay and arrange your travel. Of course we will make a selection of the 10 most motivated companies, so please apply online via www.creativeindustry.sk



Kosice 2013 & European Creative Business Network?

Kosice, Slovakia will be European Cultural Capital in 2013. Since the start of the ECB Network Kosice participated in network activities. This resulted in many collaborations, such as establishing a creative residency program together with Creative Factory in Rotterdam and development of the ECBN website by a company based in Košice. This conference is a starting point for further development of the ECB network in Central Europe.

Goal of the European Creative Business Network is to open borders in the EU for cultural and creative entrepreneurs. The ECB Network offers them access to each other's residencies, Creative Trade Missions and an online Marketplace for space, events and business.

Present your company and find new clients and investors

You can present your company at the marketplace by a promotional table, roll-up banner or simply display your materials. During an evening network event you have the opportunity to pitch to businesses and potential investors and of course exchange ideas during non-formal meetings.

Benefits of the conference in Košice 8-9th December 2011

- learn from successful entrepreneurs in practical workshops
- create an international growth plan for your company
- present your products and services to potential business partners & investors
- discover new business opportunities for European collaboration
- enjoy the atmosphere of Košice, European Capital of Culture 2013

Key note speakers and workshop leaders at the conference

Branding - Michal Ruttkay (CEO) CREO/Young and Rubicam

This top expert in Marketing and Branding will explain how to build strong brands, not only in business but also for complex entities such as a City. You will learn what are the best tools, what is the best timing, who is your target audience and what they think about you or your products.

Online customer interaction - Vladimir Kmet (CEO) OneClick

Vladimir Kmet owns a big IT solution provider and will provide business tools for improving user experience in online channels and leverage financial results. Engage customers to create communities and collaborate and share ideas. Get practical advice and work on 10 key areas of improvement in online customer interaction and how to measure success by KPIs.

Change/Project management - Reinhold Hofmann (HIC Slovakia)

Reinhold Hofmann is a successful advisor and project developer, who will present the secrets behind project management from the startup stage to its final destination "Success". You will learn how to manage the different phases and will get more efficient in getting things done.

Programme & travel

The conference starts at 14.00 o'clock at the 8th of December and ends at the 9th of December at 17.00 o'clock. Venue is the Východoslovenská galleria in Kosice, Slovakia.

Kosice has its own airport and is well connected to the capital of Slovakia Bratislava as well as Budapest in Hungary and Prague in Czech Republic.

