



# Training calendar

Autumn 2019

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## Introduction

We are proud to present you our autumn 2019 Training Calendar and provide you with the information about our training offer and the upcoming agenda.

The French-Serbian Chamber of Commerce and Industry is organising different professional trainings in order to assist its company members and other business partners and corporate professionals to strengthen their employees' skills and build their teams' capacities. It is also one more way for us to respond to the ever more urgent need of companies to capitalise on their human resources.

We have chosen very carefully our partner companies and individuals who are our facilitators as we aim to provide the best possible expertise to our members and partners. Each day we are working to extend the number of fields that we are providing the trainings for. We started in 2012 with soft skills training and then quickly expanded our offer on hard skills trainings and developed courses in finance, accounting, construction, marketing, IT tools and many more. Today, we are proud to say that we have over 30 training sessions with over 250 satisfied participants.

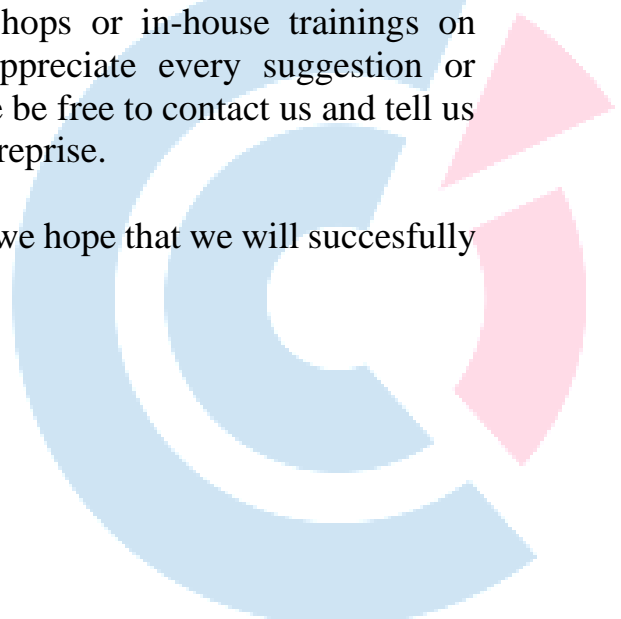
Having in mind tight agendas of business people, our trainings are mainly one or two day courses, we work in small interactive groups, working language is Serbian but can also be English or French, depending on the groups of participants.

We constantly work to improve our training catalogue and we even organise tailored-made courses, workshops or in-house trainings on companies' demand. We very much appreciate every suggestion or proposal made by our members, so please be free to contact us and tell us more about the specific needs of your enterprise.

Meanwhile, we stay at your disposal and we hope that we will successfully train together!

Kindest regards,

CCIFS



## Facilitators

### Lazar Džamić



Lazar Džamić, former Head of Brand Planning in Google's creative think tank ZOO in London, with a personal mission to transform light into heat – the abundance of data in Google's universe into emotional territories for big ideas. He also served as Planning Director in several London creative agencies and was one of the first digital strategists in the United Kingdom. He is an author of several books and teaches digital marketing at Faculty of Media and Communications, Serbia. You can

find more information about the facilitator on his LinkedIn and twitter profile: LinkedIn: <https://www.linkedin.com/in/lazar-dzamic-278692>, Twitter: <https://twitter.com/yusmart>

### Jovana Ružičić



Jovana Ružičić has a fifteen-year experience of public speaking, as well as training others for successful public address. She trained more than a hundred people for public speaking, some of whom are frequent guests of the world's largest media companies such as CNN, ABC, BBC, etc. In addition to being a trainer, her public speaking and advocacy work have played a significant role in drawing attention to the treatment of

women in Serbia during childbirth, in numerous campaigns for the mothers' rights, in changing the law for recognizing foreign degrees diplomas, etc.

Jovana is a founder and director of Center for moms, an organization working to promote moms' rights in Serbia and holds a Master's degree in Public relations from Michigan State University and Bachelor's degrees in communications and in psychology from Florida Atlantic University. She is passionate about helping people achieve their full potential and firmly believes that it takes many years to make an overnight success. You can find more information about the facilitator on her LinkedIn profile <https://www.linkedin.com/in/jovanaruzicic/>.

### Marina Živanović - Marić Mališić & Dostanić law office



Marić, Mališić & Dostanić is an innovative, resourceful and results-oriented law firm. Since its incorporation, the law office maintains strong liens with the French business community in Serbia, the French Embassy as their official lawyers and is constantly working to improve the business relations of the two countries. The firm provides a full range of legal services and a unique support to its clients' business activities in Serbia and the region.

Marina Živanović, lawyer, is a member of dynamic team of the law office Marić, Mališić & Dostanić. She spent part of her studies at University of Bordeaux, France, where she had the opportunity to become familiar both with French education system and the practice of business law. She is fluent in English and French.

# Anti-corruption French law Sapin II

*Reduce the risk of corruption and avoid ambiguous situations!*

Did you know:

How many people live in countries facing major corruption issues?

**6 billion**

What is the annual global cost of corruption?

**2000 billion \$**

Legal

## General information

In June 2017, France's anti-corruption law, known as *Sapin II*, came fully into effect. As a result, all French companies falling within the terms of the Sapin II law are obliged to set up a compliance program, which requires them to question their governance and their internal control procedures, both within the parent company and in all French and foreign subsidiaries that it controls. This law aims to:

- bring French legislation to the best European and international standards in the fight against corruption,
- repair the bad image of French companies abroad when it comes to corruption,
- enable French companies to find a new competitive advantage.

## Program

### Theoretical Part

Management commitment, Prevention obligations, Potential sanctions etc.

### Practical cases

Company experiences around the world

## Who should attend?

All French companies that have over 500 employees whether in France or worldwide, and make more than 100 million euros in revenues, fall under this law. All employees, and especially directors and those who are in contact with clients/customers/partners, are exposed to the risk of corruption, and should familiarize themselves with this law.

The workshop is intended for all employees who work in the French subsidiaries, but also to other members who want to keep up to date.

CCIFS, Belgrade  
Svetogorska 7L

**Facilitator:**  
**Marić Mališić & Dostanić**

Working language:  
Serbian

## DATE & TIME

Monday, September 30th

/ 10.00 a.m. - 12.00. p.m.

## FEES

Members: 3.000 RSD\* / Non-members : 5.000 RSD\*

\* + VAT

\* for 5 or more inscriptions 10% discount

# Public speaking and presentation skills

We invite you to join us for public speaking and presentation skills workshop. Besides gaining basic knowledge and skills about public speaking, in this workshop you will learn how to overcome your fear of public speaking, how to improve your public speaking skills and your confidence, how to communicate more effectively and advance the strength of your arguments and how to improve your non verbal communication.

## Who should attend?

This workshop is intended for beginners in public speaking as well as for those who have some experience in public speaking.

**Working language: Serbian**

2 days

CCIFS, Belgrade  
Svetogorska 7L

**Facilitator**  
Jovana Ružičić

## COURSE OUTLINE

During this two-day workshop participants will prepare for public speaking while doing exercises that will help them overcome fear, as well as gain better understanding of the audience and of different types of speeches. After this workshop, participants will be more confident speakers, prepared to speak in front of any audience.

<b>DATES &amp; TIME</b>	October 22th and 23th, 9.30h - 4.30h
<b>FEES</b>	Members: 250 € / Non-members : 320 € (mid exchange NBS rate on the day of request plus VAT) Refreshments and lunch meals included  Early bird offer: 10% discount for the reservations before 15th September 10% discount for every additional participant from the same company

# Digital Academy - training program for modern marketing and digital marketing transformation

Super-intensive education in the field of modern and digital marketing: training teams for equal understanding of challenges, strategies, technologies and creative approaches required in modern marketing and brand management - as well as understanding the roles of each of them in the process. The aim of this training is also the adoption of a common vocabulary of modern marketing, as well as the introduction of efficient new tools for daily strategic and creative actions.

## Who should attend?

Every person or team who deals with or in any way has contact with the media and consumers: management, marketing, sales, customer service, technology and marketing and sales support services.

2 days

CCIFS, Belgrade  
Svetogorska 7/L2

**Facilitator**  
**Lazar Džamić**

## COURSE OUTLINE

The series of trainings will begin with the 1st module „Marketing in the world of easy ignorance“, followed by the module „Introduction to Content“. Both are mandatory for anyone wishing to register for the Digital Academy. Other modules (to be scheduled later, in accordance with the interest), you can choose “a la carte“.

Working language: Serbian

**Module 1: Marketing in the world of easy ignorance** – How marketing communication has changed completely – and yet remains the same! Professor Byron Sharp and marketing after Kotler: From Marketing to 'Marketing Science'

**Modul 2: Introduction to Content** - How has advertising become the enemy of users in the digital space and why Content marketing has become the new marketing paradigm; strategic and creative frameworks for defining content; types and formats of content, its role in the creative process; new methods of digital storytelling: Hypertelling, Storydoing and Native Advertising ...

## DATES & TIME

December 3rd and 4th

9.00 a.m. - 5.00. p.m.

## FEES

Members: 380 € / Non-members : 450 €  
(mid exchange NBS rate on the day of request plus VAT)

*Early bird offer: 10% discount for the reservations before 1st November  
10% discount for every additional participant from the same company*

TRAINING AGENDA 2019									
Training	Lng	Trainer	Days	Prices**	Time:	Sept	Oct	Nov	Dec
<b>Legal</b>									
Anti-corruption French law Sapin II	SRB	Marić Mališić Dostanić	1	3000 rsd/ *5000 rsd	10. a.m. - 12. p.m.	30th			
<b>Public speaking</b>									
Public speaking and presentation skills	SRB	Jovana Ružičić	2	250 €/ *320 €	9.30 a.m. - 4.30 p.m.		22 & 23th		
<b>Digital marketing</b>									
Digital academy with Lazar Dzamic	SRB	Lazar Džamić	2	380 € / *450 €	9. a.m. - 5. p.m.				3& 4th

\* Non-member

\*\* Without VAT

### Additional information

#### Payment methods

The fee can be paid as soon as the invoice is received to the bank account number RSD **275000022002062193** (Société Générale bank), at least five working days before the training.

Prices of training are shown without VAT. The fee is to be paid in Serbian dinar – RSD, on mid exchange NBS rate on the day of request plus VAT.

The cancellation of the registration can be fully refunded 72 hours before the course. Later cancellations or absence will not be refunded.

The number of participants is limited.

*CCIFS reserves the right to cancel or postpone a session, would there be an insufficient number of participants.*



Your contact:

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