

PR for your activities and your achievements

Traditional media in Albania is characterized by a lack of interest, when it comes to report on entrepreneurship and startup ecosystem. On the other hand, being present and visible in media is a vital for the success of Entrepreneurial Ecosystem Actors and Entrepreneurs.

For this reason, to train the media journalists and Albanian Entrepreneurial Ecosystem Actors on how to PR for their activities and their achievements, Swisscontact SECO Entrepreneurship Program has organized in the Premises of the newly launched Accelerator, OFICINA, a two-day training.

The main aim of this practical training was to give the best PR Practices to Accelerators/Incubators, Entrepreneurs and Startups and to teach new ways and techniques for A/I, Entrepreneurs and Startups to capture the interest of the media. During the trainings journalists that cover entrepreneurship were present and networked with the participants.

The two well-known professionals trainers, Carloz Perez a Trainer and Motivational Lecturer /Content Marketing Developer and Tomas Matas Martines, Media Consultant and Entrepreneur during all two days, trained the participants in this very interactive workshop on how to deal and curate your presence in media, traditional and new media.



