



МОКРОГОРСКА ШКОЛА МЕНАЏМЕНТА

MOKRA GORA SCHOOL OF MANAGEMENT

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THE BUSINESS OF MAKING MONEY!



MAY 9TH 2018, HOTEL ZIRA, BELGRADE

EMERITUS PROFESSOR MALCOLM MCDONALD

09.00 – 09.45 Registration:	12.00 – 13.30 Master Class 2 - How to manage big, powerful customers profitably; how to become the buyer rather than the seller?
09.45 – 10.00 Introduction:	13.30 – 14.15 Cocktail break
10.00 – 11.30 Master Class 1 - How to develop a brilliant strategy to grow sales and profits; how to prove it creates shareholder value?	14.15 – 15.45 Master Class 3 - How to prepare financially quantified value propositions; getting rid of the need to trade on price?
11.00 – 11.15 Q&A	15.45 – 16.00 Q&A and closing
11.15 – 11.45 Coffee break	
11.45 – 12.00 General Sponsor Case Study	

For more information please visit: msm.edu.rs/leadership-vivaldi-forum
or contact: bojan.balaz@msm.edu.rs