

**Knowledge Transfer Training**  
**Successful Entrepreneurship in Tourism**  
**Online Event**  
**27<sup>th</sup> July 2020**



National Tourism Cluster "Bulgarian Guide"  
Sofia, Bulgaria  
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**You will get:**

**Certificate for participation**

**Chance to learn something new from the transnational "kitchen" of entrepreneurs**

**Opportunity to share your knowledge**

**To attend the event, you need:**

**Eagerness to share your knowledge with other peers**

**Willingness to gain new knowledge**

**Laptop/computer**

**Internet connection**

**Headsets/headphones**

**Good mood and a smile 😊**

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The Balkan Mediterranean Knowledge Transfer Training in Entrepreneurship is organised by National Tourism Cluster "Bulgarian Guide", being a Lead partner of the INTERREG V-B BalkanMed project "Transnational Educational Network for young people - new technologies and entrepreneurial thinking in the tourism industry - TRANS-EDU-NET". Encouraging the cooperation and networking between young people, policy makers, training and education institutions, the purpose of the event is to present and share the knowledge gained in the partner countries and to share key tips for successful entrepreneurship in the field of tourism. The training will increase the knowledge and foster entrepreneurial learning in the field of tourism and invites young people (16-30 years old) and teachers/professors to share their point of view.

*Guest speakers from Bulgaria, Greece, Albania and North Macedonia!*

[Please Register here](#)

And follow the [Facebook event page](#) for any updates

11:30 - 11:40	Welcome address
11:40 - 12:00	TRANS-EDU-NET Lessons Learnt, Desislava Yordanova, Bulgaria
12:00 - 12:20	TRANS-EDU-NET learning cooperation schemes, Georgi Jordanov, Bulgaria
12:20 - 12:30	Break
<b>SESSION 1</b>	<b>Transnational Entrepreneurship</b>
12:30 - 12:50	Top 10 tips on risk management in tourism, Vasileiou Stelios, Greece
12:50 - 13:10	Top 10 steps in Brand Building, Assoc. prof. Stefan Serezliev, Bulgaria
13:10 - 13:30	Top 10 legal implications of using new technologies in tourism, (tbc), Albania
13:30 - 13:50	Characteristics of successful entrepreneurs in tourism, Ziouzios Dimitris, Greece
13:50 - 14:10	Top 10 tips for successful entrepreneurs, Emina Velju, North Macedonia
14:10 - 14:20	Break
<b>SESSION 2</b>	<b>Best practices in transnational tourism entrepreneurship</b>
14:20 - 14:40	Good practices in Bulgarian Tourism, Desislava Yordanova
14:40 - 15:00	Good Practices in Greek Tourism, Dr. George Perkoulidis
15:00 - 15:15	Good practices in Albanian Tourism, Besmira Hoxha
15:15 - 15:30	Good practices in North Macedonian Tourism, Albina Sefadini
15:30 -	Discussions. Q&A session

Interventions from all participants