



The University Of Sheffield.



CITY College
An International Faculty Of The University.

Business Administration & Economics Department.

GUEST LECTURE

Using Creativity for PR Effectiveness

Evaluating PR Plans

By Elena Bululete, Founder of www.aderwise.com, Partner at Conan PR, Bucharest

Sunday 14 December 2014

09:00 – 12:15

SNSPA Premises

Thinking Outside The BOX

For
MA Marketing, Advertising & PR
students at SNSPA

Subject
knowledge

K

accomplished
communicator

AC

Applying Skills
and Knowledge

ASK

Explore in
Greater Depth

PG

GD