



world of ideas

# mc Academy

## Knowledge without boundaries

### 2016



ADVERTISING | PR | EVENT | DIGITAL | MEDIA | TV | PUBLISHING | SPORT | MUSIC



**Hub Europe** | Brussels | Ankara | Athens | Belgrade | Berlin | Bratislava | Bucharest | Budapest | Cologne | Copenhagen | Dublin | Helsinki | Istanbul | Lisbon | Ljubljana | London | Luxembourg | Madrid | Milan | Nicosia | Oslo | Paris | Podgorica | Prague | Reykjavík | Riga | Rome | Sarajevo | Skopje | Sofia | Stockholm | Tallinn | The Hague | Tirana | Valletta | Vienna | Vilnius | Warsaw | Zagreb | Zurich | **Hub Latin America/Caribbean** | Rio de Janeiro | Bogotá | Buenos Aires | Lima | Montevideo | Santiago de Chile | São Paulo | **Hub CIS** | Moscow | Astana | Baku | Chişinău | Kiev | Minsk | Tashkent | Tbilisi | Yerevan | **Hub MENA/GCC** | Bahrain | Abu Dhabi | Algiers | Cairo | Doha | Dubai | Jerusalem | Kuwait City | Manama | Muscat | Rabat | Riyadh | Tunis | **Hub Asia-Pacific** | Jakarta | Bangkok | Beijing | Colombo | Hanoi | Hong Kong | Kuala Lumpur | Manila | Mumbai | Seoul | Shanghai | Singapore | Sydney | Tokyo | Yangon | **Hub North America** | New York | Mexico City | Toronto | **Hub Africa** | Johannesburg | Lagos | Luanda | Nairobi

mc Group Headquarters | Berlin | [www.mcgroup.com](http://www.mcgroup.com)

# mc Academy

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Dear colleagues,

the year is still young and a global company such as mc has a lot going on! In 2016, the internal continuing education program, mc Academy, enters its tenth year and continues to hold its doors open to all the employees of the global mc network in order to let them benefit from the offers appropriate to their needs and wants!

By focusing on the international exchange of knowledge and acquisition of industry-specific know-how, mc Academy guarantees an exciting and varied seminar and lecture program for all mc employees this year. Due to the global scope of the program, events will be held in English.

The structure of mc Academy seminars consists of five modules and three subject areas covering all areas of integrated communication: from PR and advertising, over accounting and computer skills, to international campaigning and new business. Using extensive advance analysis, we have adapted mc Academy's schedule to the training needs of mc employees. In case you find any relevant subjects still missing, we would be grateful for your suggestions.

mc Academy's internal and external speakers are established communication professionals who pass on new knowledge about technical issues as well as recent trends in the communication and advertising world through lectures, workshops and special trainings.

In the following pages you will learn more about the training events and seminars offered by mc Academy in 2016. On top of that, we inform you about further activities such as language and specialized courses, the mc sports support, educational excursions as well as about the Deutschlandstipendium that we proudly support.

If you are interested in a training course, please contact your head of unit or contact mc Academy directly. mc Academy is free of charge for mc employees worldwide. If you have any questions, please send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com).

Expand your knowledge and take part in mc Academy.  
We hope you enjoy it!

Yours sincerely,



**Harald Zulauf**  
CEO

# mc Academy

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Liebe Mitarbeiterinnen, liebe Mitarbeiter,

das Jahr ist noch jung und natürlich hat ein global agierendes Unternehmen wie mc auch diesmal wieder viel vor! Das agentureigene Fortbildungsprogramm –die mc Academy- geht 2016 ins zehnte Jahr und hält die Türen weit offen für alle Mitarbeitende des globalen Netzwerkes, sodass sie von den eigens für sie konzipierten Angeboten profitieren können!

Mit Augenmerk auf internationalen Austausch von Fachwissen und der Aneignung von branchenspezifischem Know-How garantiert die mc Academy auch dieses Jahr ein spannendes und abwechslungsreiches Seminar- und Vortragsprogramm für alle mc Mitarbeitenden. Dieses findet aufgrund der globalen Ausrichtung auf Englisch statt.

Die Struktur der mc Academy-Seminare, bestehend aus fünf Modulen und drei Themenbereichen, deckt alle Bereiche der integrierten Kommunikation ab: von PR und Werbung über Buchhaltungs- und Computerskills bis hin zu internationalem Campaigning und New Business. Durch eine ausgiebige Bedarfsanalyse im Vorfeld konnten wir den Seminarplan genau auf die Bedürfnisse der Mitarbeitenden anpassen. Sollten dennoch relevante Themen im Programm fehlen, sind wir für Vorschläge dankbar. Die internen und externen Referentinnen und -Referenten der mc Academy sind anerkannte Kommunikationsexpertinnen und -Experten, welche unseren Mitarbeitenden durch Vorträge, Workshops und in speziellen Trainings neues Wissen in Bezug auf Fachthemen sowie aktuelle Trends in der Kommunikations- und Werbewelt weitergeben.


Auf den nächsten Seiten erfahren Sie mehr zu den Fortbildungs- und Seminarangeboten der mc Academy 2016 und darüber hinaus weiteren Aktivitäten wie beispielsweise angebotenen Sprach- und anderen Kursen, der mc Sportförderung, Bildungsausflügen sowie dem Deutschlandstipendium, das mc fördert.

Bei Interesse an einer Schulung bitten wir Sie, liebe Mitarbeiterinnen und Mitarbeiter, sich an Ihren Unit-Leitenden oder direkt an die mc Academy zu wenden.

Die mc Academy ist für mc Mitarbeitende kostenfrei. Bei Fragen rund um die mc Academy senden Sie eine E-Mail an [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com).

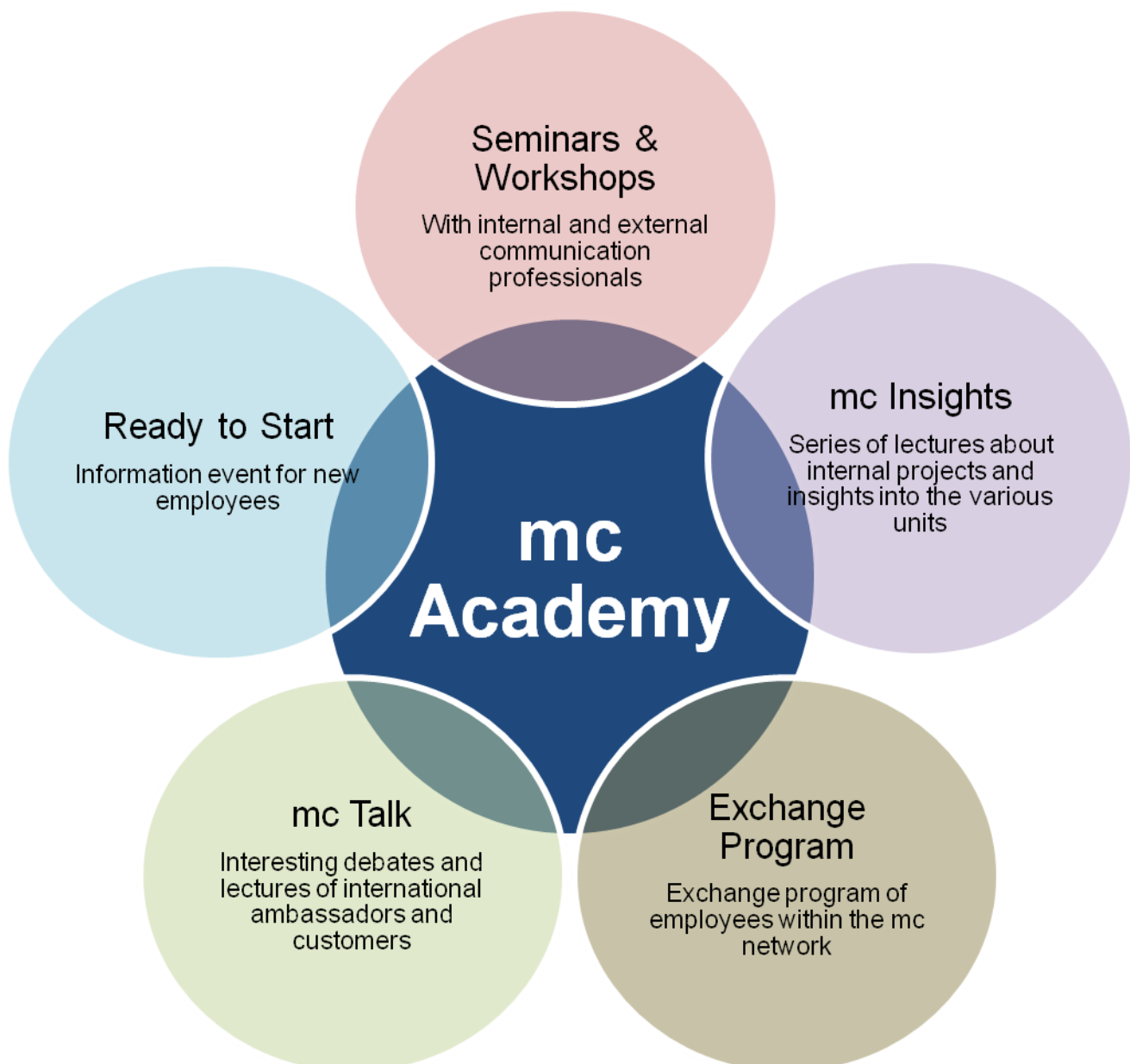
Erweitern Sie Ihr Wissen und nehmen Sie teil an der mc Academy.  
Wir wünschen Ihnen viel Spaß und Erfolg dabei.

Mit freundlichen Grüßen



**Harald Zulauf**  
Geschäftsführer

## mc Academy modules:



## Module 1: Seminars and Workshops

When possible, seminars take place on a Saturday once or twice a month. Participation is open to all mc employees worldwide. Due to the global scope of the program, the seminars and workshops will be held in English.

### **Subject 1: PR, Marketing and Event**

Since media consulta is a globally aligned full-service agency, it is important to systematically tackle the latest standards in the world of communication and to work out strategic and operational methods that belong to successful PR, marketing and event processes.

#### **Outlook 2016:**

- Storytelling
- Social Media Marketing
- Crisis Communications

### **Subject 2: Accounting, Purchasing and Computer Skills**

Functional accounting is the alpha and omega of a company. Every year brings new legal innovations that require staff training to achieve the optimum efficiency. Safe handling of the accompanying software increases the efficiency of the entire company. Moreover, employees can brush up on their IT skills or acquire more in-depth knowledge: experts systematically explain the many uses of MS PowerPoint, MS Excel and other Office programs.

#### **Outlook 2016:**

- Microsoft Excel Advanced
- InDesign Basic
- Accounting and Controlling

### **Subject 3: International Campaigning, New Business and Presentation**

Here the focus is on that little extra that makes a good agency and sets it apart from others: Successful customer acquisition, meetings with International stakeholders and professional presentations along proficient hard- and soft skills.

#### **Outlook 2016:**

- New Business
- Presentation and Personality
- Professional International Negotiations

## Module 2: mc Insights

How do you create an integrated campaign for the German year in Brazil? How can you turn a basic site structure into a fully functioning website? How does the TV production team get from storyboard to TV spot and how does Controlling create the related budget?

About once a month, mc employees get the chance to gain insights into

- **the work of the mc units:** mc Music, mc TV, mc Sport, mc Publishing, mc PR, mc Event, mc Advertising and mc Digital by the responsible head of unit
- **the expertise of mc business partners:** suppliers, customers and other experts in their particular fields as well as
- **a CEO session:** by CEO Harald Zulauf himself, typically once a quarter



Insight with Chris Barron (PR newswire), April 2016



CEO session, May 2015

In this way, Insights offer the opportunity for a better understanding of the interaction between the units as well as relevant topics in PR.

Usually they will be presented on the first Wednesday of the month. These events are mandatory for trainees and interns.

### Outlook 2016:

- mc Insight: „International Communication Trends 2016“ by Chris Barron (PR-Newswire)
- mc Insight: „Copyrights and Marketing“ by Carsten Markford (Lawyer)
- CEO Session: „Internationalization Strategy 2016“ by Harald Zulauf
- mc Controlling: „Internal Controlling Processes“ by Ellen Eggert
- tbc



## Module 3: mc Ready to Start

As soon as we welcome a new employee to our team, they are given an "introductory course". Newcomers can expect an informative presentation about the global agency network media consulta, including its goals, recent customers and campaigns. The course is structured into three sessions:



### **Subject 1: Agency overview by CEO Harald Zulauf**

- In the first session, CEO Harald Zulauf welcomes the new employees in person and introduces them into the general structure and processes of the successful full-service-agency. This is a great opportunity, both to get to know the founder of mc and to ask him any questions.

### **Subject 2: Collaboration between the mc units**

- In the second session, each head of unit presents the work of their unit and speaks about the challenges that arise by working in close collaboration with other units.

### **Subject 3: Collaboration with the mc overhead units**

- Last, but not least, the overheads from the remaining departments, such as Human Ressources, Controlling, IT, Secretary and Reception, give an overview about relevant internal procedures that will be helpful for every new employee to know.

The event usually takes place every other month. This way, new employees get the opportunity to attend the introduction event close to their starting date.

## Module 4: mc Talk

At regular intervals, the Academy presents an exciting discussion forum focused upon socially and politically relevant topics in the mc Continental HUBS Europe, CIS, North America, Latin America / Caribbean, Asia / Pacific, Africa and GCC / MENA. These are closely related to current affairs, mc campaigns and the countries mc collaborates with: India, Russia, Qatar, UAE, Bahrain, Saudi-Arabia, Mexico, Brasil, Argentina and Cuba, to name but a few. Interested mc employees, customers, suppliers as well as political multipliers and journalists are very welcome to join the audience.



Hub CIS: Moscow

Subject 1: First in line is a series of meetings of international ambassadors and experts, organised by media consulta: The **Ambassador Matinée**. Within this framework, Mrs Dr. Stausberg, Diplomatic Correspondent of the German newspaper “DIE WELT”, will moderate interesting debates. Afterwards, attendees will have the chance to continue the evening’s discussion in an informal environment.

### Timetable:

18:00	Welcome
18:30	Salutation, Introduction into the topic of the evening by mc’s CEO Harald Zulauf, begin of the discussion
19:30	QNA moderated by Ms. Dr. Strausberg
20:00	Get Together

The Ambassador Matinée will take place every other month in the News Café at the mc Headquarters in Berlin. The exact topics will be announced in due course.

Subject 2: For the second series, prominent personalities are cordially invited to present current topics with a view to the economy, politics, media and sports.  
The dates and times of this series will be announced in due course.



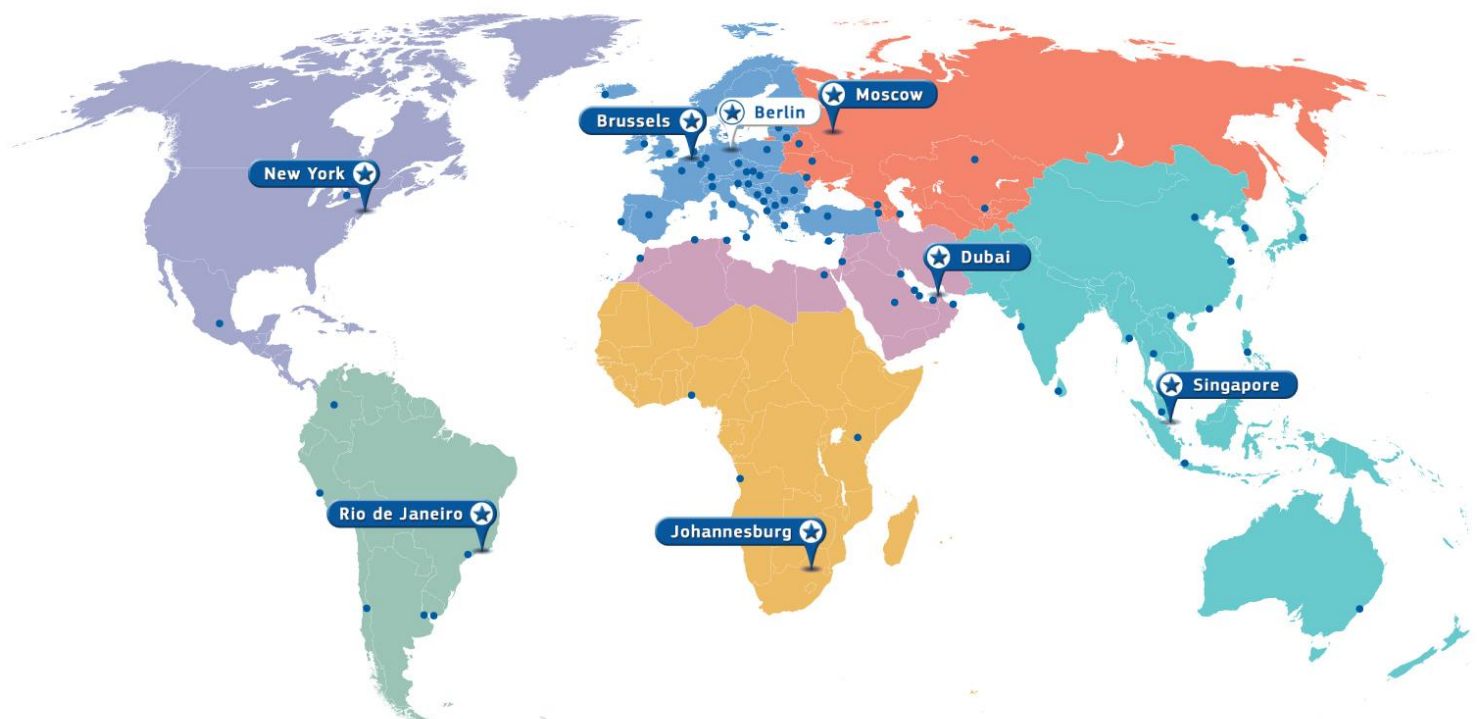
# mc Academy

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## Module 5: Exchange Program

The mc Network Exchange Program promotes the international network idea and encourages intercultural competencies. Within this unique mc Academy program, mc employees have the opportunity to gain professional experiences at one of the many mc Network sites, to exchange knowledge, expand horizons and boost their international competencies.

- For employees up from Junior level
- Free of charge
- Simple procedure
- Support and care by the mc Academy the entire time



**The program is addressed to employees from Junior level upwards.** They have to be recommended by their home head of unit and need to comply with the requirements of the receiving Network Agency in terms of job description, preferred duration of exchange, language skills and key qualifications.

The exchange is free of charge for employees. The funding is carried by the dispatched and the receiving agency.

## **Procedere:**

### **1. Fill out the Application Form**

Offering personal information, language skills as well as job informations: In which position you work and for how long? What are your perceptions about the exchange, which country do you want to chose? For how long? Why?

### **2. Let your head of unit fill out the Recommendation Form**

They give information about the applicant's qualification such as know-how, work methods and social skills.

### **3. Hand it over to the Academy**

We will do the rest for you and inform you about every other step

If you are interested in the mc Network Exchange Program, please send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com) and the Academy will find a match for you within the mc Network.

Module 1 Seminars/Workshops	Module 2 mc Insights	Module 3 mc Ready To Start	Module 4 mc Talk
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	April		May		June	
1	Fri		Sun	Tag der Arbeit	Wed	
2	Sat		Mon		Thu	
3	Sun		Tue		Fri	
4	Mon		Wed		Sat	
5	Tue		Thu	Himmelfahrt	Sun	
6	Wed		Fri		Mon	mc Ready To Start: CEO session
7	Thu		Sat		Tue	
8	Fri		Sun		Wed	
9	Sat		Mon		Thu	
10	Sun		Tue		Fri	
11	Mon		Wed		Sat	
12	Tue		Thu		Sun	
13	Wed	mc Insight: International Communication Trends 2016	Fri		Mon	
14	Thu		Sat		Tue	
15	Fri		Sun		Wed	CEO session: Internationalization Strategy 2016
16	Sat		Mon	Pfingstmontag	Thu	
17	Sun		Tue		Fri	
18	Mon		Wed		Sat	Storytelling
19	Tue		Thu		Sun	
20	Wed		Fri		Mon	
21	Thu		Sat		Tue	
22	Fri		Sun		Wed	
23	Sat		Mon		Thu	
24	Sun		Tue		Fri	
25	Mon		Wed	mc Insight: Copyrights and Marketing	Sat	
26	Tue		Thu		Sun	
27	Wed		Fri		Mon	mc Ready To Start: Overhead + Unit Head session
28	Thu		Sat		Tue	
29	Fri		Sun		Wed	
30	Sat		Mon		Thu	
31			Tue			

The dates are given as approximates. The exact dates will be announced prior to the events.

<b>Module 1</b> <b>Seminars/Workshops</b>	<b>Module 2</b> <b>mc Insights</b>	<b>Module 3</b> <b>mc Ready To Start</b>	<b>Module 4</b> <b>mc Talk</b>
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	July		August		September	
1	Fri		Mon		Thu	
2	Sat	Microsoft Excel 2007 Advanced	Tue		Fri	
3	Sun		Wed		Sat	
4	Mon		Thu		Sun	
5	Tue		Fri		Mon	
6	Wed		Sat		Tue	
7	Thu		Sun		Wed	mc Insight
8	Fri		Mon		Thu	
9	Sat		Tue		Fri	
10	Sun		Wed		Sat	
11	Mon		Thu		Sun	
12	Tue		Fri		Mon	
13	Wed	mc Controlling: Internal Controlling Processes	Sat		Tue	
14	Thu		Sun		Wed	mc Talk: Ambassador Matinée
15	Fri		Mon		Thu	
16	Sat		Tue		Fri	
17	Sun		Wed		Sat	
18	Mon		Thu		Sun	
19	Tue		Fri		Mon	mc Ready To Start
20	Wed		Sat		Tue	
21	Thu		Sun		Wed	
22	Fri		Mon		Thu	
23	Sat	Social Media Marketing	Tue		Fri	
24	Sun		Wed		Sat	InDesign Basic
25	Mon		Thu		Sun	
26	Tue		Fri		Mon	
27	Wed	mc Talk: Ambassador Matinée	Sat		Tue	
28	Thu		Sun		Wed	
29	Fri		Mon		Thu	
30	Sat		Tue		Fri	
31	Sun		Wed			

The dates are given as approximates. The exact dates will be announced prior to the events.

<b>Module 1</b> <b>Seminars/Workshops</b>	<b>Module 2</b> <b>mc Insights</b>	<b>Module 3</b> <b>mc Ready To Start</b>	<b>Module 4</b> <b>mc Talk</b>
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	October		November		December	
1	Sat		Tue		Thu	
2	Sun		Wed	mc Talk: Ambassador Matinée	Fri	
3	Mon	Tag der dt. Einheit	Thu		Sat	International Negotiations
4	Tue		Fri		Sun	
5	Wed	mc Insight	Sat		Mon	
6	Thu		Sun		Tue	
7	Fri		Mon		Wed	CEO session
8	Sat		Tue		Thu	
9	Sun		Wed	mc Insight	Fri	
10	Mon		Thu		Sat	
11	Tue		Fri		Sun	
12	Wed		Sat	New Business	Mon	
13	Thu		Sun		Tue	
14	Fri		Mon		Wed	
15	Sat	Accounting and Controlling	Tue		Thu	
16	Sun		Wed		Fri	
17	Mon		Thu		Sat	
18	Tue		Fri		Sun	
19	Wed		Sat		Mon	
20	Thu		Sun		Tue	
21	Fri		Mon	mc Ready To Start	Wed	
22	Sat		Tue		Thu	
23	Sun		Wed		Fri	
24	Mon		Thu		Sat	
25	Tue		Fri		Sun	1. Weihnachtstag
26	Wed		Sat	Presentation and Personality	Mon	2. Weihnachtstag
27	Thu		Sun		Tue	
28	Fri		Mon		Wed	
29	Sat	Crisis Communication	Tue		Thu	
30	Sun		Wed		Fri	
31	Mon				Sat	

The dates are given as approximates. The exact dates will be announced prior to the events.

## Further mc Academy courses and activities

### 1. mc language courses

media consulta provides its employees with assistance for language classes to enhance their German language or Business English skills, which are essential for an international network agency.

Due to the wide range of language proficiency levels, mc offers financial assistance for language classes rather than in-house classes. Individual employees can receive up to 25% of the cost of their course for up to €150 a year (gross amount).

#### **Options for employees:**

1. Apply for financial assistance for an externally provided language course. Contact the mc Academy for an application form, fill it out and send it back for approval. The mc Academy will then hand it over to the final release.
2. If you can't find a suitable provider, employees are welcome to contact the Academy in order to organize a suitable language course for you (German / English Business).





## 2. mc sports support

The health of our employees is a serious matter. Therefore, mc supports measures that are useful for the preservation and improvement of their health.

As part of that, mc pays an gross amount of 12,50 € per month up to 150 € a year, e. g. for gym or sport club memberships as well as for back therapy training and suchlike.

The mc sports support is directed to every employee starting from the trainee-/volunteer level who have passed their probation and work at least six month in the agency.

If you are interested in the sports support, you can find more information in the mc Intranet or contact the Academy ([mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com)) directly.

## 3. Specialized courses

If individual units require specific training courses not suitable for the majority of mc employees, they have the opportunity of looking for a specialised training provider themselves and handing the details to mc Academy via the responsible head of unit. Afterwards, the seminar will be organised, planned and carried out by mc Academy as far as possible. The Academy always embraces individual initiatives from the employees and teams!



## 4. Educational Excursions

At regular intervals, the Academy provides special excursions for its employees. Those are connected to the aims of the agency which is known for its expertise and market leadership in political communications and nation branding. In this sense, mc supports every activity under educational aspects. Together, we visit interesting establishments and learn more about them along guided viewings.

### Outlook 2016:

- **Lower House of German Parliament: Guidance through Reichstag building**  
*We will be taught about the tasks, methods and structure of the parliament, as well as the history and architecture of the Reichstag building and gain an insight into the famous dome, among other things.*
- **Airport Berlin-Brandenburg: Airport experience tour**  
*The tour starts in Terminal D at Schönefeld Airport, where we will obtain an initial insight into airport operations. A bus on the apron will then take us across the entire airport. A notable highlight will be a visit to the Info Tower, offering us a view from a height of 32 meters of the runway at Schönefeld Airport and BER. This tour provides all of the relevant information on the issue of aviation.*
- **German Chancellery: Viewing of the chancellor's residence**  
*During this viewing we will be shown the ancestral halls of former German chancellors, as well as other important premises of the German chancellor's residence. Our guided viewing starts with an informational film about internal processes there, and ends with a view into the cabinet room.*

A functional team spirit is important for a better work environment. With this in mind, the Academy welcomes every suggestion from mc units or teams that want to organize an event for themselves. Whether it's sports activities, educational occasions or anything similar – just forward your idea to the Academy and we will try to do the rest for you.



company run 2015

## 6. Deutschlandstipendium

The Deutschlandstipendium provides financial and non-material support to high-achieving and committed students from all over the world. Modeled upon the principle of public-private partnership, businesses, foundations or private individuals sponsor young talent with a pledge of 150 euros per month. The Federal Government matches this amount with another 150 euros.

media consulta is one of these sponsors. We currently supervise three students from the Freie Universität Berlin in their Master of communicational studies. Two of them recently completed an internship in our Headquarters in Berlin. But there is even more: We also support our Deutschlandstipendium holders by providing a concurrent mentoring program, matching Deutschlandstipendium holders with leading figures within our company to support them through their studies and into a successful career.



2/3 mc scholarship holders who recently passed an internship at mc

## **General Information about the mc Academy**

### **1. Communication tools**

Regular information on current events by mc Academy:

- a) Intranet: Announces current dates and provides you with the latest mc Insight presentations for download.
- b) Online-Newsletter: Announces upcoming events by mc Academy.
- c) E-Mail invitation: The invitation will be sent out near the time of the event. Invitations to mc Insights go to all employees; invitations to seminars go to the heads of unit, who determine the participants from their teams.
- d) Posters: 1 - 2 weeks before the event, posters will be displayed in the lobby of the Berlin Headquarters.
- e) Program booklet: Provides basic information about the individual subject areas of the mc Academy and the rules for logging in and out.

### **2. Promotion and assumption of costs**

In principle, participation in all events offered by the mc Academy is free of charge for all mc employees worldwide.

For employees travelling to an mc Academy event from abroad or from the Cologne office, the flight and hotel costs will be reimbursed by the participant's mc home agency whenever the attended event spans two days.

### **3. Evaluation**

In order to constantly improve mc Academy and to gauge the satisfaction of our employees regarding the seminars offered, we evaluate each seminar via an anonymous online survey. In this way, each employee is given a further opportunity to assess the seminar offered to them and to voice any suggestions for improvement. At the end of the year, all seminar evaluations are evaluated and combined to produce an overall score.

### **4. Administration and Attendance**

All events are binding once attendance has been confirmed by the participant via email. If you cannot attend the event due to an unforeseeable reason such as illness, please immediately send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com). The head of unit can of course name a substitute participant in the case of unplanned absence.



## Subject 1: PR, Marketing and Event

### Storytelling (EN)

#### Content:

Storytelling has developed into a very innovative and successful method to improve customer relations, inspire colleagues and to represent the company. However, in order to be successful in the world of PR and Communications, they must be unique, timely and interesting.

So, how can you create exciting and interesting stories? How can you make sure that they are sending the right message to your target group? What kind of angle is the best to gain attention from the public? In this seminar, you will learn how to handle all of these questions as well as how to be successful amongst others and improve your own existing projects.

#### Trainer:

Miriam Rupp (Mashup Communications)

#### Target Group:

Participation is possible and free for all mc employees starting from the Volunteer-level. Specifically constructed for the field of international and national PR.

**Number of Participants:** max. 12

#### Place/ Date:

mc-mediacyenter Berlin  
June 2016

#### Subjects of the Seminar:

- Introduction - What is Storytelling?
- Presentation: What makes a good story?
- Discussion: Best Practices
- Workshop: Constructing, narrating, improving stories



## Subject 1: PR, Marketing and Event

### Social Media Marketing (EN)

**Content:**

Social Media channels, such as Facebook, Twitter, LinkedIn or the latest Google+, have become an integral part of everyday working life for most PR and marketing professionals. The initial hype around social media has long given way to online marketing opportunities for many companies and organizations. In fact, social media has enormous potential for PR and marketing opportunities that can be used for your business. With sustainable ideas for online marketing and a strong understanding of the appropriate target group, social networks can be very useful in reaching potential customers and opinion leaders.

**Trainer:**

KPP

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 14

**Place/ Date:**

mc-mediacyenter Berlin  
July 2016

**Subjects of the Seminar:**

- Definition and differentiation
- Target markets and customer needs
- Content strategies – Content is king:  
Focus social media strategies and  
choosing the right media
- Successful blogging – what really makes  
the difference
- Best practices for Facebook, Twitter,  
Google+ and further platforms
- Positioning on XING
- Viral Marketing - Definition and setting  
goals, tips and example cases
- - Tracking of SMM (Social Media  
Marketing)

## Subject 1: PR, Marketing and Event

### Crisis Communications (EN)

**Content:**

A flood of media requests, surprised, outraged or even shocked employees, and a management in revolt - seems like a crisis just occurred! Now the credibility of the company or political institution are at stake; a sensitive situation which needs to be solved strategically and communicatively. Responsibility and trust in operations are questioned. It is therefore crucial to become an active shaper of events as quickly as possible and to quickly find a way out of the crisis situation. In this workshop, under the guidance of an experienced practitioner and trainer, you will learn how to prepare for all eventualities and how to operate in a goal-oriented way.

**Trainer:**

Prof. Dr. Dieter Georg Herbst (scm)

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 15

**Place/ Date:**

mc-mediacenter Berlin  
October 2016

**Subjects of the Seminar:**

- Lessons from real life case studies
- The calm before the storm (e.g. risk evaluation and anticipative strategies)
- The acute phase of the crisis (e.g. content of crisis-PR, public perception and leading public discussions)
- After the crisis is before the crisis (e.g. evaluation of crisis-PR)

## Subject 2: Accounting, Purchasing and Computer Skills

### Microsoft Excel Advanced (EN)

**Content:**

After attending this seminar, you will be prepared for controlling large amounts of data. You will be able to create pivot tables with different multidimensional questions and to integrate your very own pivot calculations. You will also be able to extract information and data from other programs (ODBC, internet data, text-based information), create company-specific, protected calculation forms including interactive elements and publish them within your company without problem.

**Subjects of the Seminar:**

- Cell- and data protection
- Nested functions, matrix functions, date and time functions
- Lists and filters
- Evaluation of external databases via MS Query, database functions
- Advanced data analysing (target value search, partial results)
- Pivot tables/ pivot charts
- Advanced chart functions
- Macro recorder

**Trainer:**

Frau Dr. Vockrodt-Scholz (SMLAN)

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 12

**Place/ Date:**

In the premises of the provider/  
Kastanienallee 53, Berlin  
July 2016

## Subject 2: Accounting, Purchasing and Computer Skills

### InDesign Basic (EN)

**Content:**

Adobe InDesign speaks the language of professional designers because it provides creative freedom, productivity and precision in the design of premium print products such as books, magazines, flyers, brochures or advertisements.

In addition, Adobe InDesign works seamlessly with Adobe Photoshop and Adobe Illustrator.

Adobe InDesign also easily opens files from QuarkXPress and Adobe PageMaker. Save yourself time by learning about easy-to-use tools that can reduce seemingly complicated design tasks to just a few steps.

This training will provide you with a strong understanding of the many ways you can use Adobe InDesign, and the tools it puts at your disposal for the creation of professional layouts.

**Trainer:**

SMLAN

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 12

**Place/ Date:**

In the premises of the provider/  
Kastanienallee 53, Berlin  
September 2016

**Subjects of the Seminar:**

- Introduction to Desktop Publishing
- The InDesign program
- Colour in InDesign
- Fundamentals of Typography
- Text in InDesign
- Professional layout
- Insert objects and images
- Publication in InDesign

## Subject 2: Accounting, Purchasing and Computer Skills

### Accounting and Controlling (EN)

**Content:**

You will learn about the most important instruments and terms in accounting and controlling that will allow you to read and interpret business information and key figures correctly. This will provide you with the necessary knowledge to discuss the topics with experts, and the skills to carry out basic controlling operations in your unit.

**Trainer:**

WBS Training

**Target Group:**

Participation is possible and free for all mc employees with budget responsibility, starting from the the Volunteer- level

**Subjects of the Seminar:**

- Project organisation
- Interaction between controlling and accounting systems
- Calculation and pricing
- Planning and budgeting of costs and success
- Process cost calculation
- Construction of monthly, quarterly, and yearly reports
- Cost reduction programs: The 10 deadly sins of saving costs

**Number of Participants:** max. 12**Place/Date:**

mc-mediacyenter Berlin  
October 2016

## Subject 3: International Campaigning, New Business and Presentation

### Acquisition: New Business – Professional Customer Acquisition (EN)

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**Content:**

The acquisition of new customers and in particular the cold-acquisition, are an integral part of successful sales work - but often a "hot potato". In this seminar you will learn to systematically tackle the acquisition of new customers. Work out strategic and operational methods that belong to a successful sales process.

**Subjects of the Seminar:**

- The base: analysis of their own company
- Useful tools to target customers-determination
- The right information to generate
- Mastering the skill of the initial telephone contact
- Done - a first personal meeting
- Successful acquisition talks with system

**Trainer:**

Hesse/Schrader

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer- level

**Number of Participants:** max. 15

**Place/Date:**

mc-mediacyenter Berlin  
November 2016



## Subject 3: International Campaigning, New Business and Presentation

### Presentation and Personality (EN)

**Content:**

Speaking in front of people is a performance. Expressiveness, charisma and reasoning determine success. Whether you want to motivate employees, attract customers or convince negotiators: In this training you are getting better by working on two fields - techniques of argumentation and rhetoric as well as methods of the performance, the stage and presence. Your intonation, gestures and facial expressions, your body language and charisma are trained under professional guidance. It is all about the content of your speech: it is necessary to explain well, to make the content clear and convince with a good argumentation. This will require elements of a vibrant story. Your speech is your personal performance which reaches and motivates people. You will learn techniques that will allow you to memorize the content of your speech, leaving you less reliant on your script and freer to express yourself more clearly.

**Trainer:**

Florian Liskén

**Target Group:**

Participation is possible and free for all mc employees starting from the Junior-level

**Number of Participants:** max. 12

**Place/ Date:**

mc-mediacentre Berlin  
November 2016

**Subjects of the Seminar:**

- Intensity: presence and charisma
- Accents: the dramaturgy of the presentation
- Personality: strengthen your own style
- Expand action repertoire in difficult situations
- Energy resources for stage fright
- Clear organization and structure
- Clarity: well explaining
- Arouse interest and curiosity

## Subject 3: International Campaigning, New Business and Presentation

### Professional International Negotiations (EN)

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**Content:**

In this seminar you will learn how to represent your company's interests on an international stage in a goal-orientated manner. By means of the seminar training, you will orientate yourself more quickly within international cooperations, foresee difficult negotiation processes and target and control these with confidence. You will learn strategies to convince your opposite even under difficult negotiation conditions and experience how to deal with typical intercultural misunderstandings.

**Trainer:**

Sandra Müller (eidam & partner)

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer- level

**Number of Participants:** max. 12

**Place/Date:**

mc-mediacenter Berlin  
December 2016

**Subjects of the Seminar:**

- Cultural differences and intercultural competence
  - Negotiation preparation
  - Negotiation methods
  - Difficult negotiation and escalation
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