

Danijel Koletić

PROFESSIONAL CURRICULUM VITAE

Photo: Fabio Bastijanić/ Croatia

Danijel Koletić

Date of Birth: 27 March 1969

Current Position: Founder and Managing Director Apriori World d.o.o.

Other Positions

- President for Southeast Europe, Public Relations and Communications Association (PRCA)
- Secretary General, World Innovation and Change Management Institute (WICMI), Geneva, Switzerland (Operational Office: Zagreb, Croatia)
- PRCA Fellow and Chair for Southeast Europe
- Chartered Institute of Public Relations (CIPR) – Certification Assessor
- Ambassador of the Chartered Institute of Public Relations (CIPR) for Southeast Europe

Education

- Accredited Consultant, European Bank for Reconstruction and Development (EBRD)
- MBA, Faculty of Culture and Media, Megatrend University, Belgrade, Serbia
- Event Management Programme, Porter Novelli International, Los Angeles, USA
- London School of Public Relations
- Secondary School of Tourism, Crikvenica, Croatia

Founder of International Projects

- Practical School of Artificial Intelligence (Founded in 2026)
- Established in partnership with Meliorate Labs (United Kingdom).
- <https://human2human.education/>
- PRO.PR Conference (Founded in 2003)
- International Conference on Public Relations.
- <https://pro-pr.com/>
- PRO.PR Globe Awards (Founded in 2013)
- A global awards programme recognising outstanding individuals in the communications industry.
- <https://proprglobeawards.com/>
- Youth Business Camp – World Entrepreneurship Programme (Founded in 2021)
- International entrepreneurship development programme for young leaders.
- <https://youthbusiness.camp/>
- PR Roman Forum
- Green Communications – Green Responsibility – Sustainable Heritage
- International conference held in Rome and organised jointly with the World Innovation and Change Management Institute.
- <https://pr-romanforum.com/>
- World's Best of the Best
- Global awards programme recognising excellence in innovative communication.
- Organised in partnership with the World Innovation and Change Management Institute.
- <https://worldbestofthebest.com/>
- Inspiring Agriculture
- organising national agricultural conferences including:
 - Slavonika
 - Dalmatinka
 - Ličanka
- Digital Agriculture
- AgroStartup
- <https://inspiriramo-poljoprivredu.com/>
- PR Arena
- International Student Public Relations Conference, established in Sarajevo in 2013.
- <https://prarena.ba/>
- FOCUS Conference
- International conference dedicated to innovation and communications in public administration and public-sector organisations.
- Established in 2017.
- Web Award Me
- National competition recognising the best websites in Bosnia and Herzegovina.

Author of Major Projects

- TOP Scholarship for Top Students (2002–2012)
- Creator of one of Croatia's most prestigious scholarship programmes, developed in partnership with the weekly magazine Nacional. The project established new standards in student scholarship programmes and awarded the country's highest private scholarship through corporate sponsorships. For ten consecutive years, the project was held under the patronage of the Office of the President of the Republic of Croatia.
- Croatian Walk of Fame (2005–2008)
- Created for the City of Opatija to celebrate the tenth anniversary of Apriori Communications (today Apriori World). The project established Croatia's official Walk of Fame under the patronage of the City of Opatija.
- DJ Talent Show (2011)
- Creator of the world's first live reality television competition dedicated to promoting electronic music culture.
- The project was produced and broadcast by Pink TV Bosnia and Herzegovina.
- Crystal Ball – Qatar National Branding Concept (2012)
- Author of the Crystal Ball concept developed for the international competition for the branding of the State of Qatar. The project, created together with internationally recognised architects Vedran Pedišić and Eric Velasce Ferrera, was shortlisted among the top three entries out of 165 international submissions.

Awards and Recognition

- PRCA Fellow (2022)
- Awarded the prestigious PRCA Fellow title during an official reception for newly elected Fellows at the British Parliament.
- United Nations / IPRA Golden World Award for Contribution (2020)
- Recipient of the Golden World Award for Contribution, presented by the International Public Relations Association (IPRA) and the United Nations in recognition of advancing UN Sustainable Development Goal No. 10 – Reduced Inequalities. The award recognised the long-term social entrepreneurship initiative "Soap with Dots", developed by Apriori World for the Zagreb Association of the Blind. Over seven years, the project secured funding to establish a manufacturing facility employing blind and visually impaired people, producing liquid soaps and Braille-labelled soap products.
- Barwa Awards (Doha, Qatar, 2013)
- Award for the communication strategy and implementation of the Barwa Green House project.
- European Excellence Awards Finalist (Berlin, Germany, 2007)
- TOP Scholarship for Top Students was selected among the three best European projects in the category of Corporate Social Responsibility and Youth. The project also received national recognition at the Croatian Communication Festival as Project of the Year.
- Croatian Communication Festival Award (2004)
- TOP Scholarship for Top Students
- Award presented in Opatija, Croatia.

Publications

- Author of the book PR My Way (2012)
- Official columnist for Diplomacy & Commerce
- Official columnist for the specialist retail magazine Ja Trgovac
- Author of more than 50 professional articles published over the past two decades

Selected International Lectures

- Japanese Institute of Public Relations, Tokyo, Japan (2021, 2025)
- Baltic Week, St Petersburg, Russia (2014, 2015)
- Club of Venice, Venice, Italy (2019)
- World Association of Small Public Relations Agencies, Milan, Italy
- World Communication Forum, Davos / Kyiv (2014)
- FIBEP World Media Intelligence Congress, Cape Town, South Africa (2003)
- Since 1996, following an invitation from Internews USA, he has delivered more than 70 lectures, workshops and keynote presentations at universities and international conferences throughout Croatia, Slovenia, Serbia, Bosnia and Herzegovina and other European countries.

Professional Expertise

- Strategic Business and Communications Consulting
- Brand Management Consulting
- Crisis Management
- Project Management
- Digital Strategy Consulting
- Start-up Advisory
- Event Management

SELECTED PROFESSIONAL EXPERIENCE

2026

- Secretary of the Committee – Roman Declaration of Green Communication Responsibility
- Founder of the Practical School of Artificial Intelligence, established in partnership with Meliorate Labs (United Kingdom)
- Consultant for Europe, the Middle East and North Africa, Harvard Medical School – PGME Global Education (Boston, USA)
- Conference Organiser and Secretary General, Protection of Copyright and Related Rights in the Digital Age – Challenges and Regulatory Framework, organised by the World Innovation and Change Management Institute (WICMI)
- Business Development Consultant, GIOIA Cakes
- Strategic Communications Advisor, Lika Club media platform
- Founder and Conference Director, PR Roman Forum – Green Communications, Green Responsibility & ESG – Sustainable Heritage
- Consultant for Europe, the Middle East and North Africa, Harvard Medical School
- Strategic Advisor to the City of Otočac
- Strategic Consultant, INOUE Public Relations
- Strategic Advisor, FONOGRAM, Bosnia and Herzegovina
- Official Consultant, European Bank for Reconstruction and Development (EBRD)
- Strategic Advisor, Žabac Food Outlet – 10th Anniversary
- Strategic Communications Advisor, Hotel Antunović – 15 years of continuous cooperation
- Strategic Advisor, AGS Group – 15 years of cooperation
- Strategic Advisor, Press Clipping – 25 years of cooperation
- Strategic Business Development Consultant, Tušak Group – fifth consecutive year
- Founder and President, Youth Business Camp – World Entrepreneurship Programme – sixth edition
- Founder and Conference Director, AgroStartup Conference – Inspiring Agriculture – tenth anniversary
- Digital Strategy Consultant, IMPERITO
- Founder and Organiser, World's Best of the Best Global Awards
- Secretary General, World Innovation and Change Management Institute (WICMI) – Pro Bono Advisory
- Founder, PR Arena, Sarajevo

2025

- Consultant for Europe, the Middle East and North Africa, Harvard Medical School – PGME Global Education (Boston, USA)
- Strategic Consultant, INOUE Public Relations
- Conference Organiser, Inspiring Agriculture – AgroStartup
- Workshop Lecturer, Faculty of Medicine, University of Ljubljana
- Consultant, European Bank for Reconstruction and Development (EBRD)
- Strategic Advisor, Legacy Turkey
- Strategic Communications Workshop, Association of Prostate Cancer Patients, Sarajevo
- Strategic Communications and Brand Repositioning Consultant, AGS Petrol Stations
- Strategic Communications Advisor, Hotel Antunović
- Business Development Consultant, Press Clipping
- Strategic Advisor, Žabac Food Outlet
- Strategic Advisor, Tušak Group
- Strategic Consultant, Jadran Group Plc

- Organiser and Franchise President, Youth Business Camp – World Entrepreneurship Programme
- Conference Organiser, Dalmatinka – Inspiring Agriculture
- Chairman of the Organising Committee, PRO.PR Conference
- Founder of the global project World's Best of the Best
- Strategic Advisor, Croatian Academic Sports Federation
- Strategic Public Relations Consultant, ZAPRAF
- Strategic Communications Consultant, Ajans Press, Türkiye

2024

- Strategic Advisor, Croatian Academic Sports Federation
- Consultant for Europe, the Middle East and North Africa, Harvard Medical School – PGME Global Education
- Strategic Consultant, Sean Gardner – Beyond the Hype (Washington, USA)
- Regional Media Consultant for the Balkans, Noventa di Piave Designer Outlet, Italy
- Strategic Consultant, INOUE Public Relations, Tokyo
- Chairman of the Organising Committee, 20th PRO.PR International Conference
- Director and Franchise Founder, Youth Business Camp Adria Zagreb
- Founder and Director, AgroStartup Conference
- Business Development Consultant, Tušak Bakeries
- Strategic Advisor, Europro Employment
- Strategic Communications Consultant, Underwater Film Festival, Neum
- Strategic Advisor, Croatian Phonographic Association
- Strategic Advisor and Mentor, Stone Block, Switzerland
- Strategic Consultant, Ethics4Growth, Italy
- Strategic Advisor, Municipality of Fažana

2023

- Strategic Consultant, INOUE Public Relations, Tokyo
- Consultant for Europe, the Middle East and North Africa, Harvard Medical School – PGME Global Education
- Consultant, United Nations Development Programme (UNDP), Belgrade
- Strategic Consultant, Typhoon Hill Boston
- Partner, Orchid City, Utrecht, Netherlands
- Strategic Consultant, Sean Gardner – Beyond the Hype Strategic Advisor,
- CollectiVibe, Serbia
- Strategic Consultant, GoDaddy, USA
- Co-organiser, AUTO2030 Conference
- Strategic Advisor, Transformation Lighthouse
- Strategic Consultant, The Good Influence Movement
- Strategic Advisor, Croatian Phonographic Association
- Director, Youth Business Camp Adria Zagreb
- Strategic Advisor, Žabac Food Outlet
- Strategic Communications Consultant, Accor Hotels
- Founder and Executive Director, Inspiring Agriculture
- Founder and Director, AgroStartup Conference

2022

- Consultant for Europe, the Middle East and North Africa, Harvard Medical School – PGME Global Education
- Strategic Consultant, Sean Gardner – Beyond the Hype
- Regional Media Consultant for the Balkans, Noventa di Piave Designer Outlet, Italy
- Strategic Consultant, INOUE Public Relations, Tokyo
- Chairman of the Organising Committee, 18th PRO.PR International Conference, Slovenia
- Chairman of the Organising Committee, 19th PRO.PR International Conference, Bosnia and Herzegovina
- Founder and Franchise Director, Youth Business Camp – World Entrepreneurship Programme
- Business Development Consultant, Tušak Bakeries

- Strategic Advisor, Europro Employment
- Strategic Communications Consultant, Underwater Film Festival, Bosnia and Herzegovina
- Strategic Advisor, Croatian Phonographic Association
- Consultant and Mentor, Climate Change Accelerator
- Founder and Director, AgroStartup Conference

2021

- Elected Secretary General, World Innovation and Change Management Institute (WICMI)
- Business Development and Programme Support Consultant for Europe, the Middle East and North Africa, Harvard Medical School
- Founder, Youth Business Camp World Entrepreneurship program
- Strategic Advisor for the opening of the Žabac Food Outlet Mega Store
- Communications Consultant, Accor Hotels
- Strategic Consultant, Cash Expert, Barcelona
- Business Development Partner, CollectiVibe, Serbia
- Business Development Consultant, Deus Crispbread, Serbia
- Organisational Support, AUTO2030 Adria
- Project Development Advisor, DataWorkout
- Strategic Consultant, Croatian Phonographic Union (ZAPRAF)
- Fundraising Campaign Coordinator, Association of the Blind of Sisak-Moslavina County
- Completion of the pro bono fundraising project and opening of the Digital Literacy Centre for the Blind, Zagreb

2020

- Founder of the Youth Business Camp – World Entrepreneurship Programme
- Communications Strategy Consultant, Think Tourism
- Business Consultant, Media Relations Advisor and Fundraising Coordinator for the “Soap with Dots” social entrepreneurship project, Zagreb Association of the Blind
- Organiser of the FOCUS Conference, under the patronage of the Konrad Adenauer Foundation
- Digital Strategy Consultant, INOUE Public Relations, Tokyo Strategic Development Consultant, Smarter Agriculture
- Consultant to the City of Zagreb, Department of Agriculture – Blue Basket Project Strategic Business Consultant, Terme Selce Health Clinic
- Creator of the Accessibility Future initiative promoting digital accessibility for people with disabilities across Southeast Europe
- Brand Management and Business Development Consultant, Taste2Taste / Overmura Brewery, Slovenia
- Organiser of the 18th PRO.PR International Conference & PRO.PR Globe Awards, including crisis management during the COVID-19 pandemic
- Strategic Consultant, Alma Mater Europaea, Maribor
- Business Development Consultant, Press Clipping, Slovenia
- Organiser of the Slavonika National Agricultural Conference, supported by the Croatian Ministry of Agriculture and the Faculty of Agrobiotechnical Sciences, Osijek
- Strategic Advisor for the opening of a new Žabac Food Outlet store
- Author and Strategic Consultant for the City of Crikvenica project “New Year’s Eve for Dogs”
- Business Development Mentor, Walking Advertisements (Hodajuće reklame)

2019

- Organiser, Digital Agriculture Conference, Zagreb, Croatia
- Brand Consultant, Swedish Gastro Consulting, Stockholm, Sweden
- Brand Management and Business Development Consultant, Taste2Taste / Overmura Brewery, Lendava, Slovenia
- Advisor to the European Blockchain Hub for the Europe–Asia Summit, Kuala Lumpur
- Organiser, FOCUS Conference, Tuhelj, Croatia – a conference on innovation and communications in public administration and public-sector companies
- Media Relations and Strategic Consultant, Advent in the City of Crikvenica, Croatia
- Strategic Business Development Consultant, Cash Expert, Barcelona, Spain
- Organiser, Slavonika National Agricultural Conference, Osijek, Croatia, supported by the Croatian Ministry of Agriculture and the Faculty of Agrobiotechnical Sciences Osijek
- Strategic Business Consultant, Terme Selce Health Clinic, Selce, Croatia

- Strategic Consultant, Alma Mater Europaea, Maribor, Slovenia
- Strategic Consultant, SPOVANO, Murska Sobota, Slovenia
- Media Relations Consultant, Yunus Emre Cultural Centre, Zagreb, Croatia
- Strategic Consultant, Žabac Food Outlet, Zagreb, Croatia
- Pro Bono Strategic Consultant and Fundraising Advisor, Zagreb Association of the Blind
- Pro Bono Strategic Consultant, Digital Literacy Centre for Blind and Visually Impaired People, Zagreb
- Project Cooperation and Media Relations, Embassy of Türkiye, Zagreb, Croatia
- Strategic and Business Development Consultant, Montenegro Skiing Destinations
- Organiser, 17th PRO.PR International Conference and PRO.PR Globe Awards, Selce, Croatia
- Business Development Mentor, Hodajuće reklame, Zagreb, Croatia
- Organiser, Agro Start Up National Student Agricultural Conference, supported by the Faculty of Agriculture, University of Zagreb

2018

- Crisis Communications Strategy and Implementation, AWT International, Zagreb, Croatia
- Project Cooperation and Media Relations, Embassy of Türkiye, Zagreb, Croatia
- Crisis Communications Advisor, City of Slavonski Brod, Croatia
- Project Advisor, WESTCO, Westminster City Council, London, United Kingdom
- Strategic Consultant for the Launch of a New Store, Žabac Food Outlet, Zagreb, Croatia
- Business Development Consultant, JJ Business Solution, Doha, Qatar
- Business Consultant, Mirnovec Amusement Park, Biograd na Moru, Croatia
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Organiser of FOCUS Conferences in Belgrade, Sarajevo and Tuhelj
- Organiser, 16th PRO.PR International Conference and PRO.PR Globe Awards, Zlatibor, Serbia
- Pro Bono Consultant and Fundraising Advisor for the Soap with Dots project, Zagreb Association of the Blind
- Organiser, Slavonika National Agricultural Conference, Osijek, Croatia, supported by the Croatian Ministry of Agriculture and the Faculty of Agrobiotechnical Sciences Osijek
- Organiser, Agro Start Up National Student Agricultural Conference, supported by the Faculty of Agriculture, University of Zagreb
- Strategic Business Consultant, Terme Selce Health Clinic, Selce, Croatia
- Development Consultant and Project Partner, Turkish Cooperation and Coordination Agency – TİKA, Zagreb, Croatia

2017

- Strategic Consultant, AJANS Press, Istanbul, Türkiye
- Consultant, AWT International, Zagreb, Croatia
- International Strategic Advisor to the Mayor's Office, City of Maribor, Slovenia
- Project Cooperation and Media Relations, Embassy of Türkiye, Zagreb, Croatia
- Business Development Consultant, JJ Business Solution, Doha, Qatar
- Strategic Consultant, Philip Morris, Lausanne, Switzerland
- Strategic Consultant, Cammeo Group, Zagreb, Croatia
- Strategic Consultant, Agrofructus, Donji Miholjac, Croatia
- Strategic Consultant, Meants, Doha, Qatar
- Strategic Business Consultant, Terme Selce Health Clinic, Selce, Croatia
- Project Advisor, WESTCO, Westminster City Council, London, United Kingdom
- Organiser, 15th PRO.PR International conference
- Consultant and Exhibition Organiser for Qatari Artist Amal Al Athem, Korčula, Croatia
- Consultant and Media Support Partner, Marco Polo Festival, Korčula, Croatia
- Business Partner, Qatar Food Exhibition, Doha, Qatar
- Organiser, FOCUS Conference, Tuhelj, Croatia
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Organiser, Agro Start Up National Student Agricultural Conference, supported by the Faculty of Agriculture, University of Zagreb
- Organiser, Slavonika National Agricultural Conference, supported by the Croatian Ministry of Agriculture and the Faculty of Agrobiotechnical Sciences Osijek
- Media Relations, Communications Strategy and Implementation, Zagreb Boxing Explosion
- Pro Bono Consultant and Fundraising Advisor for the Soap with Dots project, Zagreb Association of the Blind

2016

- Strategic Media Consultant and Press Centre Organiser, European Trade Association for Business Angels – Winter University, Zagreb, Croatia
- Brand and Rebranding Consultant for Petrol Stations and Technical Services, WOQOD, Qatar
- Media Relations Consultant for an EU-funded project, Independent Union of Research and Higher Education Employees, Zagreb, Croatia
- Development Strategy Consultant and Workshop Facilitator for Celebrity Chef Aissa Al Tamimi, Doha, Qatar
- Strategic Consultant, Philip Morris, Lausanne, Switzerland
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Strategic Consultant, Cammeo Group, Zagreb, Croatia
- Strategic Business Consultant, Terme Selce Health Clinic, Selce, Croatia
- International Strategic Advisor to the Mayor's Office, City of Maribor, Slovenia
- Strategic Consultant, Žabac Food Outlet, Zagreb, Croatia
- Communications Consultant, Entrepreneurship Economic Development Forum, Doha, Qatar
- Organiser, Agro Start Up National Student Agricultural Conference, supported by the Faculty of Agriculture, University of Zagreb
- Strategic Consultant, Meants, Doha, Qatar
- Strategic Consultant, AJANS Press, Istanbul, Türkiye
- Business Development Consultant, JJ Business Solution, Doha, Qatar
- Pro Bono Consultant and Fundraising Advisor for the Soap with Dots project, Zagreb Association of the Blind
- Organiser, 14th PRO.PR International Conference and PRO.PR Globe Awards, Bečići, Montenegro

2015

- Project Developer, Invest in Maribor, commissioned by the Municipality of Maribor, Slovenia
- Organiser of the Official Exhibition and Media Support, 300 Years of the Sinjska Alka, featuring artist Vladimir Vrljić Ankin
- Consultant for the Rebranding of Terme Selce, engaged through the European Bank for Reconstruction and Development
- Strategic Consultant, Cammeo Group, Zagreb, Croatia
- Development Strategy Consultant and Workshop Facilitator for Celebrity Chef Aissa Al Tamimi, Doha, Qatar
- Business Development Consultant, Al Hakbant Group, Doha, Qatar
- Organiser, PR Arena Balkan Student Public Relations Conference, Sarajevo, Bosnia and Herzegovina
- Strategic Consultant, Nigrad Construction Company, Maribor, Slovenia
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Organiser, 13th PRO.PR International Conference and PRO.PR Globe Awards, Malinska, Croatia
- Product Launch and Media Consultant, Bayer Pharmaceutical Company, Sarajevo, Bosnia and Herzegovina
- Brand and Rebranding Consultant for Petrol Stations and Technical Services, WOQOD, Qatar

2014

- Business Consultant responsible for Brand Development and Launch, Hosekra / Big Berry Mobile Homes, Slovenska Bistrica, Slovenia
- Media Relations Consultant for an EU Project, EURAXESS, Ljubljana, Slovenia
- Brand Consultant, European Academy of Sciences and Arts, Salzburg, Austria
- Strategic Consultant, Alma Mater Europaea, Maribor, Slovenia
- Brand and Rebranding Consultant for Petrol Stations and Technical Services, WOQOD, Qatar
- Strategic Consultant, AJANS Press, Istanbul, Türkiye
- Media Relations and Anniversary Consultant, Institute for Tourism, Zagreb, Croatia
- Project Presentation, "Look into the Blue", Croatian National Tourist Board, Munich, Germany
- Organiser, PR Arena Balkan Student Public Relations Conference, Sarajevo, Bosnia and Herzegovina
- Business Development and Brand Establishment Consultant, Jade Premium Fitness, Doha, Qatar
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Strategic Consultant, Cammeo Group, Zagreb, Croatia
- Project Consultant, Al Khor Qatar Leadership Academy
- Business Consultant and Product Presentation Advisor for the Qatari Market, Podravka, Koprivnica, Croatia
- Business Consultant and Product Launch Advisor for the Qatari Market, Perutnina Ptuj, Slovenia

- Founder of the PRO PR – World of Communication special supplement for the daily newspaper Dnevni list, Mostar, Bosnia and Herzegovina
- Organiser of the specialised seminar PRO PR Interactive Communication in Finance, Zagreb, Croatia
- Product Presentation and Media Consultant, Bayer Pharmaceutical Company, Sarajevo, Bosnia and Herzegovina
- Organiser, 12th PRO.PR International Conference and PRO.PR Globe Awards, Sarajevo, Bosnia and Herzegovina

2013

- Strategic and Media Relations Consultant for Southeast European Markets, Palmanova Outlet Village, Italy
- Business Development Consultant, Hosekra Group, Slovenska Bistrica, Slovenia
- Project Consultant and Media Relations Advisor, Samobor Carnival, Croatia
- Media Relations Consultant, Miele, Skopje, North Macedonia
- Brand Consultant, Irresistible Croatia Project, Zagreb, Croatia
- Media Consultant and Media Relations Advisor, Dimal, Brčko, Bosnia and Herzegovina
- Consultant and Project Partner, Croatian Association of Photojournalists, Zagreb, Croatia
- Rebranding Consultant for the business daily Poslovni dnevnik, Styria International, Zagreb, Croatia
- Business Consultant and Social Media Development Advisor, ArcelorMittal, Skopje, North Macedonia
- Social Media Implementation Consultant, Haribo, Skopje, North Macedonia
- Strategic Consultant, Alma Mater Europaea, Maribor, Slovenia
- Media Relations Support for the World Chambers Congress, Croatian Chamber of Economy, Doha, Qatar
- Media Relations Consultant for the Croatian Market, Lunos, Maribor, Slovenia
- Brand Consultant, Brailović Meat Industry, Sarajevo, Bosnia and Herzegovina
- Organisational Support for the Qatar–Slovenia Business Forum, Chamber of Commerce and Industry of Slovenia, Doha, Qatar
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Project Partner, Qatar International Business Forum for Women, Doha, Qatar
- Organiser, PR Arena Balkan Student Public Relations Conference, Sarajevo, Bosnia and Herzegovina
- Brand and Rebranding Consultant for Petrol Stations and Technical Services, WOQOD, Qatar
- Strategic Consultant, Alma Mater Europaea, Maribor, Slovenia
- Organiser, 11th PRO.PR International Conference and PRO.PR Globe Awards, Opatija, Croatia
- Business Consultant, AGS Oil Company, Zagreb, Croatia

2012

- Author of the TOP Scholarship for Top Students project, Zagreb, Croatia – a partnership with the weekly magazine Nacional, marking its tenth anniversary; secured €3.2 million in sponsorship funding for student scholarships
- Product Launch Consultant for Jazz contraceptive tablets, Bayer Pharmaceutical Company, Sarajevo, Bosnia and Herzegovina
- Internal Communications Strategy and Implementation, BH Telecom, Sarajevo
- Strategic and Media Relations Consultant, European Eye Hospital, Skopje, North Macedonia
- Brand Consultant, Aspire Zone, Doha, Qatar
- Media Relations Consultant for the Croatian Market, Maribor European Capital of Culture, Slovenia
- Strategic Business Consultant, Calcit Kamnik, Slovenia
- Brand and Media Relations Consultant, Telemach Cable Television Network, Sarajevo, Mostar and Banja Luka
- Media Relations Consultant, Croatian Railways Cargo, Zagreb, Croatia
- Brand Consultant and Market Entry Advisor for Qatar, İstikbal Furniture, Kayseri, Türkiye
- Business Consultant and Social Media Manager, ArcelorMittal, Skopje, North Macedonia
- Brand Consultant, ClickHome, Zagreb, Croatia
- Consultant and Project Partner, Croatian Association of Photojournalists, Zagreb, Croatia
- Brand Consultant and Operations Support for the Universal Postal Congress, Qatar Post, Doha, Qatar
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Conference Organisation and Media Relations Support, Croatian Construction Association, Dubrovnik, Croatia
- Media Relations and Project Documentation Consultant for the Transition from Analogue to Digital Broadcasting, Communications Regulatory Agency, Sarajevo
- Company Launch and Media Relations, Socialbakers EU, Prague, Czech Republic
- Rebranding Consultant, Holiday Inn Sarajevo
- Business Networking Project, Croatian-Qatari Alliance, Zagreb, Croatia

- Brand Development, Product Launch and Media Relations, Žito Vardar Group, Veles, North Macedonia
- Media Relations Consultant, Miele, Skopje, North Macedonia
- Founder and Organiser, Web Award Me National Web Competition, Sarajevo
- Brand and Media Relations Consultant, Bitola Brewery, North Macedonia
- Event Management, Media Relations and Social Media Management, Sarajevo Green Design
- Organiser, PR Arena Balkan Student Public Relations Conference, Sarajevo
- Organiser, 10th PRO.PR International Conference and Launch of the PRO.PR Globe Awards, Maribor, Slovenia
- Business Consultant, AGS Oil Company, Zagreb, Croatia

2011

- Founder and Organiser, TOP Scholarship for Top Students, in partnership with the weekly magazine Nacional
- Brand and Media Relations Consultant, Telemach Cable Television Network, Sarajevo, Mostar and Banja Luka
- Strategic Business Consultant, Calcit Kamnik, Slovenia
- Consultant, Philip Morris, Niš, Serbia
- Consultant, Media Relations Advisor and Event Manager, AD Butel, Skopje, North Macedonia
- Media Relations Consultant for the Croatian Market, Superbrands, London, United Kingdom
- Communications Consultant and Implementation Advisor, Bilfinger Berger, Slavonski Brod, Croatia
- Consultant and Project Partner, Croatian Association of Photojournalists, Zagreb, Croatia
- Media Relations and Event Management Consultant, Vardar Insurance Company, Skopje, North Macedonia
- Rebranding Consultant, Press Clipping, Maribor, Slovenia
- Media Relations and Event Management Consultant, Adepto, Sarajevo
- Organiser, PR Arena Balkan Student Public Relations Conference, Sarajevo
- Founder and Organiser, Web Award Me National Web Competition, Sarajevo
- Organiser, 9th PRO.PR International Conference, Subotica, Serbia
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Strategic and Media Relations Consultant, European Eye Hospital, Skopje, North Macedonia
- Business Consultant, AGS Oil Company, Zagreb, Croatia
- Consultant for the Implementation of a National Contraception Campaign, Bayer Pharmaceutical Company, Sarajevo
- Brand Development, Product Launch and Media Relations, Žito Vardar Group, Veles, North Macedonia

2010

- Media Relations and Event Management, Vision Dubrovnik 5D Theatre, Croatia
- Launch of a New Branch and Media Relations, Brailović Meat Industry, Sarajevo, Bosnia and Herzegovina
- Product Launch, Lek Sandoz, Skopje, North Macedonia
- Strategic Business Consulting, Calcit, Kamnik, Slovenia
- Executive Director and Co-founder, School of Practical Project Preparation for EU Grants, Ljubljana, Slovenia; programme implementation in Croatia and Bosnia and Herzegovina
- Brand Consulting and Media Relations, Keramika Modus, Orahovica, Croatia
- Founder and Organiser, Web Award Me National Web Competition, Sarajevo, Bosnia and Herzegovina
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Business Consulting, EU Partners, Ljubljana, Slovenia
- Brand Consulting, Hotel Antunović, Zagreb, Croatia
- Organiser, 8th PRO.PR International Conference, Rab, Croatia
- Communications Strategy, Campaign Development and Implementation for a National Contraception Campaign, Bayer Pharmaceutical Company, Sarajevo, Bosnia and Herzegovina
- Brand Development, Media Relations and Product Launch, Žito Vardar Group, Veles, North Macedonia
- Media Strategy and Implementation, Samobor Music Autumn Festival

2009

- Crisis Communications Advisor to the Mayor's Office, City of Slavonski Brod, Croatia
- Media Relations for the Croatian Market, STIHL, Waiblingen, Germany
- Media Relations, Sveta Helena Outlet Centre, Croatia
- Strategic Communications Consulting and Public Relations Implementation, Đuro Đaković Montaža, Slavonski Brod, Croatia
- Public Relations and Market Entry Support in North Macedonia, Telekom Slovenije, Ljubljana, Slovenia

- Brand Consulting, Powerboat P1, London, United Kingdom
- Executive Director and Co-founder, School of Practical Project Preparation for EU Grants, Ljubljana, Slovenia; programme implementation in Croatia and Bosnia and Herzegovina
- Business Consulting, EU Partners, Ljubljana, Slovenia
- Brand Development, Media Relations and Product Launch, Žito Vardar Group, Veles, North Macedonia
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Crisis Communications Consulting and Implementation for the Croatian Market, Fresenius Medical Care, Bad Homburg, Germany
- Event Management and Media Relations for the 80th Anniversary, Gabrek 1929 Restaurant, Samobor, Croatia
- Founder and Organiser, Web Award Me National Web Competition, Sarajevo, Bosnia and Herzegovina
- Organiser, 7th PRO.PR International Conference, Budva, Montenegro
- Business Development Consultant, Development Agency of the City of Slavonski Brod, Croatia
- Brand Consultant, Hotel Antunović, Zagreb, Croatia

2008

- Strategic Consulting and Public Relations for the 120th Anniversary of Organised Tourism, Mayor's Office, City of Crikvenica, Croatia
- Brand Consultant for the Slovenian Market, URSA, Madrid, Spain
- Strategic Communications Consulting and Public Relations Implementation, Đuro Đaković Montaža, Slavonski Brod, Croatia
- Brand Consultant, Hotel Antunović, Zagreb, Croatia
- Executive Director and Co-founder, School of Practical Project Preparation for EU Grants, Ljubljana, Slovenia; programme implementation in Croatia and Bosnia and Herzegovina
- Business Consulting, EU Partners, Ljubljana, Slovenia
- Educational Programme, Bayer Schering Pharma, Ljubljana, Slovenia
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Media Launch of Fashion TV Southeast Europe, in cooperation with Pink TV, Zagreb and Ljubljana
- Media Relations, Sveta Helena Outlet Centre, Croatia
- Organiser, Macedonian Public Relations Conference, Skopje, North Macedonia
- Organiser, 6th PRO.PR International Conference, Sarajevo, Bosnia and Herzegovina
- Media Relations, CRO Luxury Days, Zagreb, Croatia
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional

2007

- Media Relations, Croatia Boat Show, Split, Croatia
- Crisis Communications Strategy and Implementation, Adriatic Croatia International Club – ACI Marinas
- Project Consulting and Media Relations, Samobor Carnival, Croatia
- Strategic Consulting, Top Home, Samobor, Croatia
- Strategic Consulting and Media Relations, Croatian Academy of Sciences and Arts, Zagreb, Croatia
- Strategic Consulting and Fundraising, Lavoslav Ružička Foundation, Vukovar, Croatia
- Executive Director and Co-founder, School of Practical Project Preparation for EU Grants, Ljubljana, Slovenia; programme implementation in Croatia and Bosnia and Herzegovina
- Business Consulting, EU Partners, Ljubljana, Slovenia
- Brand Consulting, Hotel Antunović, Zagreb, Croatia
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Strategic Communications Consulting and Public Relations Implementation, Đuro Đaković Montaža, Slavonski Brod, Croatia
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Organiser, 5th PRO.PR International Conference, Ohrid, North Macedonia
- Founder and Organiser, Croatian Walk of Fame, Opatija, Croatia

2006

- Technical Support for Corporate Relations Presentations and Media Relations, INGRA Construction Company, Zagreb, Croatia
- Crisis Communications Strategy and Implementation for the Croatian Market, Pfanner, Lauterach, Austria
- Strategic Consulting and Media Relations, Croatian Academy of Sciences and Arts, Zagreb, Croatia
- Brand Consulting, Hotel Antunović, Zagreb, Croatia

- Strategic Communications Consulting and Public Relations Implementation, Đuro Đaković Montaža, Slavonski Brod, Croatia
- Media Strategy and Implementation, Samobor Music Autumn Festival
- Launch and Media Relations, Reader's Digest Croatia, Zagreb
- Organisation of a Press Trip for Slovenian and Croatian Journalists, North Macedonian National Tourism Organisation, Skopje
- Jury Member and Media Relations Consultant for the Croatian Market, Ohrid Fest, North Macedonia
- Strategic Consulting and Fundraising, Lavoslav Ružička Foundation, Vukovar, Croatia
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Founder and Organiser, Croatian Walk of Fame, Opatija, Croatia
- Organiser, 4th PRO.PR International Conference, Rogaška Slatina, Slovenia

2005

- Crisis Communications Strategy and Implementation, Croatian Consumer Protection Association, Zagreb, Croatia
- Co-organiser, 40th FIBEP World Congress, Dubrovnik, Croatia
- Strategic Consulting and Fundraising, Lavoslav Ružička Foundation, Vukovar, Croatia
- Event Management for the 500th Issue of the Weekly Magazine Nacional, Zagreb, Croatia
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Organiser, 3rd PRO.PR International Conference, Brijuni Islands, Croatia
- Media Strategy and Implementation, Samobor Music Autumn Festival

2004

- Crisis Communications Strategy and Implementation for the Croatian Market, Perutnina Ptuj, Slovenia
- Co-organiser and Preparatory Support for the 40th FIBEP World Congress, Dubrovnik, Croatia
- Media Relations, Samsung Nations Cup World Tour, Zagreb, Croatia
- Strategic Consulting and Fundraising, Lavoslav Ružička Foundation, Vukovar, Croatia
- Launch of Zagreb News Magazine, Zagreb, Croatia
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Brand Launch Concept, Media Intelligence Group, Maribor, Slovenia
- Organiser, 2nd PRO.PR International Conference, Belgrade, Serbia
- Business Development Consulting, Strategic Partnership and Media Relations for Croatian Singer Nina Badrić
- Media Strategy and Implementation, Samobor Music Autumn Festival

2003

- Strategic Consulting and Brand Launch, Capito Meat Industry, Banja Luka, Bosnia and Herzegovina
- Product Launch and Media Relations for the Croatian Market, Shiseido Cosmetics, Tokyo, Japan
- Organiser of the Memorial Concert "A Gathering of Generations for Đurđica Barlović", Zagreb, Croatia
- Brand Consultant, TV3 Slovenia, Ljubljana, Slovenia
- Presentation of the Tourism Offering of Zadar County for the Slovenian Market, Croatian National Tourist Board
- Founder and Organiser, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Media Relations for the Croatian Market, DJ BoBo Music Superstar, Zurich, Switzerland
- Business Development Consulting, Strategic Partnership and Media Relations for Croatian Singer Nina Badrić
- Brand Consultant, Montenegro Airlines, Podgorica, Montenegro
- Consultant, Republika Daily Newspaper, Podgorica, Montenegro
- Jury Member, Sunčane Skale International Pop Music Festival, Herceg Novi, Montenegro
- Organiser, 1st PRO.PR International Conference, Herceg Novi, Montenegro
- Strategic Consulting and Promotion, Made in Montenegro Project, Development Agency of Montenegro
- Media Strategy and Implementation, Samobor Music Autumn Festival

2002

- Media Relations, Protocol and Co-organisation for the Visit of His Holiness the 14th Dalai Lama, Tenzin Gyatso, Zagreb, Croatia; pro bono support to the Croatian-Tibetan Society
- Concert Organiser, Evergreen Stories, Vatroslav Lisinski Concert Hall, Zagreb
- Jury Member, Sunčane Skale International Pop Music Festival, Herceg Novi, Montenegro
- Crisis Management, Communications Strategy Development and Implementation for the German and Croatian Markets, HiPP, Pfaffenhofen an der Ilm, Germany

- Consulting, Promotion and Media Relations for the Croatian Market, Helios, Domžale, Slovenia, including activities in Zagreb, Rijeka, Split and Osijek
- Strategic Consulting, Brand Launch, Brand Management and Product Launch, Slavija Commerce, Laktaši, Bosnia and Herzegovina
- Media Relations, Samobor Fireworks Festival, Croatia
- Brand Consultant, Extra Weekly Lifestyle Magazine, Zagreb, Croatia
- Project Consultant, Art Expo, Zagreb, Croatia
- Founder, Organiser and Project Launch Lead, TOP Scholarship for Top Students, in cooperation with the weekly magazine Nacional
- Media Strategy and Implementation, Samobor Music Autumn Festival

2001

- Product Launch and Media Relations for the Croatian Market, Procter & Gamble, Budapest, Hungary – Mr Proper, Swiffer and Jar
- Organisation of a Charter Trip to Parma, Italy, for Barilla / AWT Croatia
- Strategic Consulting, AWT International, Zagreb, Croatia
- Event Management for the Launch of New Levi's Jeans, Varteks Denim, Novi Marof, Croatia
- Strategic Media Consulting, Implementation and Press Centre Organisation for an International Conference on the Protection of Geographical Indications, State Intellectual Property Office, Brijuni Islands, Croatia
- Strategic Project Consulting and Media Relations, Samobor Carnival, Croatia
- Media Strategy and Implementation, Samobor Music Autumn Festival

2000

- Market Entry and Company Launch in Croatia, Petrol, Ljubljana, Slovenia
- Internal Communications Strategy and Consulting, Agrokor, Zagreb, Croatia
- Crisis Management, Autocommerce Croatia, Zagreb
- Crisis Management, Mediteran Insurance Company, Zagreb, Croatia
- Media Relations and Event Management, Peugeot Croatia / Forticar, Zagreb
- Event Management and Public Relations, Hotel President Zadar, Croatia
- Concert Organiser, Evergreen Stories, Vatroslav Lisinski Concert Hall, Zagreb, for employees of Croatian Electricity Company Split
- Strategic Media Consulting, Implementation, Event Management and Media Relations, State Intellectual Property Office, Zagreb
- Crisis Management, Parting Ltd / Privredna Banka Zagreb, including announcement of a joint project and media relations
- Strategic Consulting, Media Relations and Support for Opening a Bank in Bosnia and Herzegovina, Volksbank, Vienna, Austria
- President of the Jury, Sunčane Skale International Pop Music Festival, Herceg Novi, Montenegro
- Music Project Development and Media Relations, Spend Plc, Zagreb, Croatia
- Media Relations, SONO Paging, Zagreb, Croatia
- Product Launch, Strategic Consulting and Media Relations, Mediteran Insurance, Zagreb, Croatia
- Media Strategy and Implementation, Samobor Music Autumn Festival

1999

- Director for Croatia, London School of Public Relations; launched the first public relations education programme on the Croatian market
- Media Relations, Strategic Consulting and Project Implementation for the UN-funded project "Efficient Use of Energy-Saving Light Bulbs", Hrvoje Požar Energy Institute, Zagreb
- Strategic Brand Consulting, Launch of Hotel Habakuk, Croatian Market Presentation and Press Trip Organisation, Terme Maribor, Slovenia
- Media Relations for the Croatian Market for Hollywood Actor Armand Assante
- Strategic Communications, Business Development and Public Relations Consulting, Autocommerce, Ljubljana, Slovenia
- Media Relations, Crisis Management and Launch of Autocommerce Croatia, Fiat Auto Torino / Autocommerce, Italy
- Media Relations, Product Launch and Event Management, Peugeot Croatia / Forticar, Zagreb
- Organiser of the 100th Anniversary of Castrol Croatia Oil, Sheraton Hotel, Zagrebž
- Event Management and Media Relations for the 1,000th Episode of the Current Affairs Programme Motrišta, Croatian Radiotelevision
- Event Management and Consulting, Slovenian National Theatre Maribor
- Media Relations, St Mark's International Classical Music Festival, Zagreb

- Media Strategy and Implementation, Samobor Music Autumn Festival

1998

- Project Team Member responsible for Media Relations and the Launch of Croatia's First Private National Telecommunications Company, VIPnet GSM, Zagreb
- Crisis Management, Strategy Development and Implementation, C.I.O.S. Group, Zaprrešić, Croatia
- Crisis Management, Media Relations and Opening Event Organisation for the First Section of the Istrian Y Motorway, Bouygues Bina-Istra, Croatia
- Strategic Consulting, Launch and Media Relations, Party Time Catering, Zagreb
- Event Management and Media Relations at the Zagreb Auto Show, Mitsubishi Motors, Japan
- Media Relations for Branko Cikatić, K-1 World Champion
- Company Launch and Media Relations for the Bosnia and Herzegovina Market, Petrol, Ljubljana, Slovenia
- Media Strategy and Implementation, Samobor Music Autumn Festival

1997

- Launch of the Corina del Conte Fashion Brand, Altos, Karlovac, Croatia
- Executive Director, 37th Split Festival of Popular Music, Croatia
- New Brand Development, Graphic Design and Consulting for the Aura Brand, Sarajevo Tobacco Factory
- Positioning Consultancy, Media Strategy and Implementation, Samobor Music Autumn Festival
- Co-organisation, Marketing, Media Relations and Consulting, Samobor Carnival
- Media Relations, Kompas Travel Agency, Zagreb
- Musician Promotion, ZG Zoe Music, Opatija, Croatia

1996

- Tournament Director, 4th Croatian Golf Championship, Mokrice, Slovenia
- Product Launch and Media Relations, Zagrepčanka Meat Industry, Zagreb
- Co-organiser of the Film Promotion Event "Forever in Basketball", held in memory of Croatian basketball player Dražen Petrović at Cibona Basketball Arena
- Product Launch, Strategic Consulting, Brand Launch and Store Openings in Split and Zagreb, Billerbeck, Vienna, Austria
- Project Supervisor for "Beauty Along the Adriatic", RSG Velika Gorica Radio; event management across 14 Croatian coastal towns
- Workshop Facilitator, Marketing Communications Strategy, Internews, Washington, D.C.; workshop delivered at the University of Sarajevo

1995

- Tournament Director, WTA Croatia Ladies Open, Zagreb, Croatia
- Programming Consultant, VTV Vinkovci Television
- Producer and Presenter, Sunday Lunch, Croatia's first magazine-format television programme dedicated to gastronomy and wine, OTV Zagreb
- Tournament Director, 4th Croatian Indoor Tennis Championship, Maksimir, Zagreb
- Assistant Tournament Director, WTA Sparkasse Cup, Leipzig, Germany
- Brand Consulting, Product Presentation, Store Opening and Marketing, Mlin Bakery, Vinkovci, Croatia

1994

- Co-organiser and Event Manager, "By Boat Along the Adriatic", RSG Velika Gorica Radio; events in 14 Croatian coastal towns
- Producer and Presenter, Sunday Lunch, OTV Zagreb
- Member of the Production Team, Turbo Limach Show, national children's television programme
- Competition Director, Ford Supermodel of the World – Croatia, in cooperation with the weekly magazine Globus
- Organiser, Zvezdice Christmas Concert, Croatian National Theatre, Zagreb
- Brand Launch, Brand Consulting and Event Management for Acedofil, Dukat Dairy Industry, Zagreb
- Executive Producer for Eurovision Song Contest Winner Rajko Dujmić
- Launch Cooperation, Gloria, Croatia's first women's weekly magazine

1993

- Member of the Production Team, Turbo Limach Show, national children's television programme
- Co-organiser of the "By Boat Along the Adriatic" tour, Radio Velika Gorica; 14 ports from Umag to Dubrovnik

- Co-organiser of a Beauty Competition in Zagreb with the Weekly Magazine Globus, Milan
- Executive Production and Co-organisation, Kukuriček Children's Festival, Đurđevac, Croatia
- Executive Producer for Eurovision Song Contest Winner Rajko Dujmić

1992

- Organiser of a Theatre Concert Tour in Rijeka, Varaždin, Osijek, Zadar and Čakovec
- Executive Producer for Rajko Dujmić
- Organiser, Croatian Children – Croatian Future, Vatroslav Lisinski Concert Hall, Zagreb
- Event Management for the Opening of Croatia's First Shopping Arcade, Gradec Art Shop, Zagreb
- Organiser of a Fashion Show in Bogovićeve Street, New Look Modelling Agency, Zagreb

1991

- Creator and Executive Producer, Croatian Children – Croatian Future
- Organised a benefit concert and fundraising campaign for children who had lost both parents during the Croatian War of Independence
- A total of €400,000 was raised

1990

- Founder and Organiser of Croatia's First Beach Party, Crikvenica
- Founder and Organiser of Croatia's First Pyjama Party, Hotel Therapia, Crikvenica

1989

- Founder, New Look Modelling Agency, Crikvenica
- Organiser of Spring/Summer and Autumn/Winter Fashion Shows
- Organiser, Miss Crikvenica Beauty Pageant
- Host of the 27th Fishermen's Week, Crikvenica Tourist Board

1988

- Founder of New Look, the First Modelling Agency in Crikvenica
- Organiser of Spring/Summer and Autumn/Winter Fashion Shows

1981

- Inspired by the various summer beauty competitions held at the time, he organised the Miss Pavla Radića Car Park Competition in the street in Crikvenica where he lived.
- Nine girls from the neighbourhood took part, and Maja Ivančić was selected as the winner. She received flowers and a ceremonial sash as her prize.

1978–1983

- Worked as a bellboy at several hotels in Crikvenica:
- Hotel Miramare
- Hotel Zagreb
- Hotel Esplanade
- Hotel Therapia