

09.02

WHEN	WHAT / WHO	WHERE
8:30 – 12:00	Arrival	Hotel Starosel
12:00 – 13:00	Lunch	Restaurant
13:00 – 13:20	Sales conference opening – welcoming words and introduction to SHARK concept Teodor Nestorov	Orpheus Hall
13:20 – 13:25	Opening performance	Orpheus Hall
13:25 – 13:50	Soft drinks category revelation & insight Irena Yankova	Orpheus Hall
13:50– 14:05	Somersby brand presentation Silvia Geneva & Petar Petrov	Orpheus Hall
14:05 – 14:15	Pirinsko Vedro Preslava Tsacheva	Orpheus Hall
14:15 – 14:30	Battery brand presentation Silvia Geneva & Petar Petrov	Orpheus Hall
14:30 – 14:40	Pelisterka brand presentation Silvia Geneva & Petar Petrov	Orpheus Hall
14:40 – 15:30	Vidas brand presentation Svetla Lesova & Angel Lesov	Orpheus Hall
15:30 – 15:45	Coffee break	Lobby
15:45 – 17:30	Excellence in practice (RTM & Workshop) Petar Petrov & Ivaylo Ivanov & Elena Nestorova	Orpheus Hall
17:30 – 17:40	Closing remarks for day one of the conference Teodor Nestorov	Orpheus Hall
17:40 – 19:30	Check-in	Reception
19:30 – 21:00	Dinner	Restaurant
21:00 – 23:00	Mocktail	Lobby

10.02		
WHEN	WHAT / WHO	WHERE
8:00 – 9:00	Breakfast	Restaurant
9:00 – 9:05	Opening of the Second day Teodor Nestorov	Orpheus Hall
9:05 – 9:45	ONT & TT Channels sales presentations Lyubozara Dzhonova & Ivaylo Gavrailov & Zlatomir Hristov	Orpheus Hall
9:45 – 10:05	LKA channel presentation Petar Petrov	Orpheus Hall
10:05 – 10:25	MT channel presentation Kamen Stalev	Orpheus Hall
10:25 – 10:40	Learning & Development presentation Ivaylo Ivanov	Orpheus Hall
10:40 – 10:55	Coffee break	Lobby
10:55 – 11:15	Strategic overview on brands development Borislava Baltadzhieva	Orpheus Hall
11:15 – 11:35	Pirinsko activity calendar & priorities Krasimira Shahlarova & Tsvetelina Stoyanova & Konstantin Marinchev	Orpheus Hall
11:35 – 11:55	Shumensko activity calendar & priorities Preslava Tsacheva & Krasimira Shahlarova & Boril Ivanov	Orpheus Hall
11:55 – 12:05	Chernomorsko brand presentation Preslava Tsacheva	Orpheus Hall
12:05 – 12:25	Carlsberg activity calendar & priorities Liyana Peeva & Eva Tyutyundzhieva	Orpheus Hall
12:25 – 13:25	Lunch	Restaurant
13:25– 14:55	Mindset session	Orpheus Hall

WHEN	WHAT / WHO	WHERE
14:55 – 15:10	Coffee break	Lobby
15:10 – 15:30	1664 activity calendar & priorities Konstantin Petrov & Elena Nestorova	Orpheus Hall
15:30 – 15:50	Tuborg activity calendar & priorities Radina Avramova & Atanas Apostolov	Orpheus Hall
15:50 – 16:10	Somersby activity calendar & priorities Silvia Genova & Elena Nestorova	Orpheus Hall
16:10 – 16:25	Visibility presentation Margarita Mladenova & Ana Vasileva	Orpheus Hall
16:25 – 16:40	Q&A session & Closing of the Sales conference Teodor Nestorov	Orpheus Hall
16:40 – 19:00	Free time	
19:00 – 20:30	Dinner	Restaurant
20:30	SC closing party	Orpheus Hall
11.02		
8:00 – 10:30	Breakfast	Restaurant
10:30 – 11:00	Check-out	Reception
11:00	Departure	

