

DRAFT AGENDA

SuSodCo 3rd Virtual Capacity Building Event Digitalization and Digital Skills within the Social Dialogue Agenda

[Please register for participation here the latest by 18 June 2021](#)

Day 1 - SEMINAR - 28 June 2021

Central European Time (CET)

8:55 Welcoming the participants

IT Service provider

9:00 Opening

Lubomir Kachamakov, FIEC Vice President, Bulgarian Construction Chamber ([BCC](#), BG)

Ioanis Parteniotis, President, Federation "Construction, Industry and Water Supply" – "Podkrepa" ([FCIW-Podkrepa](#), BG)

9:10 Presentation of SuSodCo Project and the research results on partners' skills gaps

Gregor Ficko, Director, Chamber of Construction and Building Materials Industry of Slovenia ([CCIS](#), SI) and *Maria Zheleva*, Bulgarian Construction Chamber ([BCC](#), BG)

9:20 Digitalization and the EU Social Dialog, [Vasil Kirov](#), Associate Professor at the Institute for the Study of Societies and Knowledge, Bulgarian Academy of Sciences ([ISSK-BAS](#))

9:40 Short turnaround presentations - Digitalization's effect on key social dialogue aspects:

- **Employment**, *Plamena Parteniotis* ([FCIW-Podkrepa](#), BG)
- **Remuneration**, *Desislava Yaneva*, Confederation of Labour "Podkrepa" ([CL Podkrepa](#), BG)
- **VET**, *Vanya Tividoshcheva*, General expert VET, Ministry of Education and Science ([MON](#), BG)
- **Work conditions**, *Adrian Iliev*, Confederation of Labour "Podkrepa" ([CL Podkrepa](#), BG)
- **Conflicts**, *Mihail Mihailov*, Deputy Director National Institute for Conciliation and Arbitration ([NIPA](#), BG)

10:55 Break

11:10 The impact of digitalization on communication:

- Public speaking in new digital platforms (ZOOM, Microsoft teams, etc.)
- How to engage audience via screen – tips, tricks, do's and don't's
- Marketing strategies – target group recognition, creating core message, reach value, etc. Q&A

Plamena Parteniotis, ([FCIW-Podkrepa](#), BG)

11:40 Digital tools and content writing:

- How to create effective social media content structure
- Useful digital tools for different media content (canva and mailchimp)

SuSodCo partners

- How to write good digital content (social networks and newsletter)

Mihaela Mihailova, PR expert

12:10 How to create appealing articles – ([Stroitel Newspaper](#), BG)

12:25 Q&A

12:45 End of the seminar

Moderator: Maria Zheleva ([BCC](#), BG)

Day 2 - WORKSHOP - 29 June 2021

Central European Time (CET)

8:55 Welcoming the participants

IT Service provider

9:00 Opening

Maria Zheleva, Bulgarian Construction Chamber ([BCC](#), BG)

9:05 "Digital content - how to successfully be heard", *Mihaela Mihailova and Plamena Parteniotis*

9:15 Work in groups to draft the different types of publications

10:45 Short presentation of the outcomes of each working group

11:15 Discussion, Q&A

12:00 End of the workshop

Moderator: Maria Zheleva ([BCC](#), BG)

Event organiser: Bulgarian Construction Chamber ([BCC](#)) and Federation "Construction, Industry and Water Supply" – "Podkrepa" ([FCIW-Podkrepa](#))

More about SuSodCo project: <https://susodco.eu/>

SuSodCo partners