

## SYNERGIA

A network for cooperation and exchange of experience  
between high-level officials from Central and Eastern Europe

Meeting September 28-30, 2020,  
Warsaw, Poland

28.09.2020	Agenda
9:00 – 9:10 CET 10:00 – 10:10 EET	<b>Welcome and introduction</b> <ul style="list-style-type: none"> <li>Wojciech Federczyk, Director of KSAP</li> <li>Organizational matters</li> </ul> <i>Auditorium</i>
9:10 – 9:40 CET 10:10 – 10:40 EET	<b>Introduction to Bulgarian Public Administration Development - characteristics and recent developments</b> <i>Mr. Pavel Ivanov, Director of IPA</i> <i>Auditorium</i>
9:40 – 10:30 CET 10:40 – 11:30 EET	<b>Strategic and business planning in large public institutions</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i> <i>Auditorium</i>
10:30 – 11:00 CET 11:30 – 12:00 EET	<i>Coffee break</i>
11:00 – 11:30 CET 12:00 – 12:30 EET	<b>Change management in public administration</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i> <i>Auditorium</i>
11:30 – 12:45 CET 12:30 – 13:45 EET	<b>Discussion and teamwork on Strategic Planning case for IT service provision in PA - Comparison of National Approaches and NATO Approach</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i> <i>Auditorium</i>
12:45 – 13:45 CET 13:45 – 14:45 EET	<i>Lunch</i>
13:45 – 14:30 CET 14:45 – 15:30 EET	<b>Portfolio project management in support of Strategy Implementation and Change Management: lecture and discussion</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i> <i>Auditorium</i>
14:30 – 15:45 CET 15:30 – 16:45 EET	<b>Teamwork on change portfolio management in IT service provision (incl. COVID-19 implications for the NWoW) - Comparison of National Approaches and NATO Approach</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i>
15:45 – 16:15 CET 16:45 – 17:15 EET	<i>Coffee break</i>
16:15 – 17:40 CET 17:15 – 18:40 EET	<b>Service based and customer funded IT organizations: lecture and discussion</b> <i>Assoc. Prof. Dr. Velizar Shalamanov</i> <i>Auditorium</i>
17:40 – 18:00 CET 18:40 – 18:00 EET	<b>Summary of the day</b> <i>Mr. Pavel Ivanov, Director of IPA</i> <i>Auditorium</i>

29.09.2020		Agenda
8:30 – 10:00 CET 9:30 – 11:00 EET	<b>Strategic Management in Public Administration – lecture</b> <i>Prof. Mike Rosenberg</i> Auditorium	
10:00 – 10:30 CET 11:00 – 11.30 EET	Coffee break	
10:30 – 11:30 CET 11:00 – 12:30 EET	<b>Teamwork</b> <b>Cases: Apple Inc. in 2015, Even a Clown Can Do It (B) - Cirque du Soleil Recreates Live Entertainment</b>	
11:30 – 12:45 CET 12:30 – 13:45 EET	<b>Strategic Management in Public Administration</b> <b>Case: Apple Inc. In 2015</b> <i>Prof. Mike Rosenberg</i> Auditorium	
12:45 – 13:30 CET 13:45 – 14:30 EET	Lunch	
13:30 – 14:45 CET 14:30 – 15:45 EET	<b>Strategic Management in Public Administration</b> <b>Case: Even a Clown Can Do It (B) - Cirque du Soleil Recreates Live Entertainment</b> <i>Prof. Mike Rosenberg</i> Auditorium	
14:45 – 15:00 CET 15:45 – 16:00 EET	<b>Strategic Management in Public Administration</b> <b>Introduction to the workshop</b> <i>Prof. Mike Rosenberg</i> Auditorium	
15:00 – 15:30 CET 16:00 – 16:30 EET	Coffee break	
15:30 – 16:30 CET 16:30 – 17:30 EET	<b>Workshop in teams</b> Auditorium	
16:30 – 16.45 CET 17:30 – 17.45 EET	Coffee break	
16:45 – 17:45 CET 17:45 – 18: 45 EET	<b>Strategic Management in Public Administration</b> <b>Workshops wrap-up</b> <i>Prof. Mike Rosenberg</i> Auditorium	
17:45 – 18:00 CET 18:45 – 19 :00 EET	<b>Knowledge management</b> <i>Prof. Radosław Koszewski</i> Auditorium	

30.09.2020		Agenda
9:00 – 9:15 CET 10:00 – 10:15 EET	<b>Knowledge management</b> <i>Prof. Radosław Koszewski</i> Auditorium	
9:15 – 9:45 CET 10:15 – 10:45 EET	<b>Teamwork</b> <b>Case: Arla Foods and the Cartoon Crisis</b>	
9:45 – 11:00 CET 10:45 – 12:00 EET	<b>Communication Management</b> <b>The reputation game: managing your stakeholders</b> <b>Simulation: discussion on Nike's Executive Committee</b> <i>Prof. Yago de la Cierva</i> Auditorium	
11:00 – 11:30 CET 12:00 – 12:00 EET	<i>Coffee break</i>	
11:30 – 12:45 CET 12:30 – 13:45 EET	<b>Communication Management</b> <b>Understanding contextual intelligence</b> <b>Case: Arla Foods and the Cartoon Crisis</b> <i>Prof. Yago de la Cierva</i> Auditorium	
12:45 – 13:45 CET 13:45 – 14:45 EET	<i>Lunch</i>	
13:45 – 14:30 CET 14:45 – 15:30 EET	<b>Teamwork</b> <b>Cases : Guggenheim Museum Bilbao: the gestation of the project,</b> <b>Nestle: A social Media Nightmare</b>	
14:30 – 15:45 CET 15:30 – 16:45 EET	<b>Communication Management -</b> <b>Collaboration between Public and Private Sector</b> <b>Case: Guggenheim Museum Bilbao: the gestation of the project</b> <i>Prof. Yago de la Cierva</i> Auditorium	
15:45 – 16:15 CET 16:45 – 17:15 EET	<i>Coffee break</i>	
16:15 – 17:30 CET 17:15 – 18:30 EET	<b>Communication Management -</b> <b>Controversies in the digital age: law and legitimacy</b> <b>Case: Nestle: A social media nightmare</b> <i>Prof. Yago de la Cierva</i> Auditorium	
17:30 – 17:45 CET 18:30 – 18:45 EET	<b>Knowledge management</b> <i>Prof. Radosław Koszewski</i> Auditorium	