

# AGENDA

## SuSodCo 3<sup>rd</sup> 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**  
*ZEM Soft*
- 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**, *Yordan Yordanov, Federation "Construction, Industry and Water Supply" – "Podkrepa" ([FCIW-Podkrepa](#), BG)*
  - **VET**, *Vanya Tividoshcheva, General expert VET, Ministry of Education and Science ([MON](#), BG)*
  - **BIM and Work conditions**, *Vasil Tanev, University of Architecture, Civil Eng. and Geodesy ([UACG](#), 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  
*ZEM Soft*
- 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