

Business and Education with the Use of Social Media

Sosnowiec, Poland

7 November 2016

Programme

10:00	Welcoming guests and presentation of the conference programme Jacek Górski, head teacher of CKZiU, associate professor Marek Jabłoński, associate professor Adam Jabłoński, OTTIMA plus Sp. z o.o.
10:10	Conceptualization and operationalization of business models based businesses on social media associate professor Adam Jabłoński, OTTIMA plus Sp. z o.o.
10:25	The concept Technopreneurship as a new form of entrepreneurship associate professor Marek Jabłoński, OTTIMA plus Sp. z o.o.
10:40	Effective monitoring of the brand in social media, Jacek Uroda, JACO.PRO
10:55	Anna Kasprzyk Psychological-Pedagogical Centre No. 1 in Sosnowiec Cyberviolence and dangers of irresponsible use of social media
11:10 – 11:30	coffee break
11:30	Video image creation and brand, Ewa Stępniewicz, VIS Media Sp. z o.o.
11:45	Company's autcreation from the point of view of the television journalist Adam Sojka, The author of the "Difficult Market", TVP3 Katowice
12:00	Creating the image of the press releases and media communication, Sylwia M. Semik, www.powiatsuski24.pl., Dream Team Fabryka
12:15	Practical application of MOOC platform – YEES project, Ewa Bartosińska, CKZiU Agnieszka Godlewska, CKZiU
12:30 – 13:30	Workshops CKZiU