

VESNA VLATKOVIĆ

THE BEST PR MANAGER OF THE BALKANS

In the case of Vesna Vlatković, the abbreviation PR has a double meaning: lawyer and public relations. After successfully practicing law, Vesna decided to change her profession and dedicate herself completely to public relations. She graduated from the London School of Pr, as well as completed numerous seminars and courses in that field.

She has experience with working in large systems and companies in the position of Public Relations Director, such as MPC HOLDING (during the construction of the largest trade and business center in the Balkans, Usceshoppingcenter) and A HOTELS (chain of the most luxurious hotels in Serbia - Izvor, Tornik, Sloboda Slatina and Park). She gained valuable practical knowledge about management strategy by working in the position of a company director in various fields such as banking, insurance, investments and healthcare.

She had an equally successful career in the private sector. She was a lawyer in her own law office for ten years, and then she founded the company "Optimism". During the economic crisis, this company successfully organized the international event Belgrade Confectionery Salon "Slatke priče", which was held for three consecutive years. As an independent consultant, Vesna has participated in many projects such as Brand fair, Biznis partner, Africa village, Natura Sanat Fest and others.

Vesna has been a lecturer at numerous domestic and foreign congresses and seminars, and as the author of her own training programs, she educated employees of the Association of Serbian Banks, the Emergency Center of KBC Serbia, Alfa Bank, Grawe Insurance and the Regional Development Agency Zlatibor. Her specialty is communication, motivation and business management training.

She has published over twenty author's articles in the field of public relations in Profit magazine, she was the author of a column in the magazine "Dobro jutro Kolumbo", and she has had over 1000 media appearances and interviews.

Vesna Vlatković is the winner of personal professional awards, among which the most important ones are "Kapetan Miša Anastasijević" for business vision and optimism for 2010, and in 2013. she was named Manager of the Year when she was awarded the "Ambasador dobre usluge" award by the Hotelier Forum. In 2020, the Balkan Alliance of Hoteliers BAHA awarded her with a special recognition "The Best PR manager in the Balkan" with it officially declaring Vesna Vlatković as the best PR manager in the Balkans.