Alumni Academy again! With the lecture Word - Magic - Manipulation by Kornél Bőhm

The Pécs Graduates' Circle will continue the Alumni Academy in the new academic year! Kornél Bőhm is a communication expert, founder of the Crisis Communication Section of the Hungarian Public Relations Association, PR Professional of the Year (PR Excellence Award) and last but not least an alumni of the UP. Our former student will be presenting his exciting and current topic on 29th September 2022.

Cornerstones of the lecture "Word - Magic - Manipulation":

The role of communication in crisis management.

Manipulation in public communication.

The individual's potential in the interpretation of reality.

The responsibility of the individual in social cooperation.

Incorporating lessons learned.

The presentation will be followed by an interactive discussion.