

Intellecta Srl to work on the second Marketing Forum in Bulgaria

Intellecta Srl is the marketing consultant to the second Marketing Forum in Bulgaria to take place on the 29th of May, organized by Bulgaria's "Capital" business weekly. The theme of the forum is Marketing Innovation and it gathers leading speakers such as Jay Conrad Levinson and Sahar Hashemi.

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Intellecta Srl an Italian strategic marketing consultancy is collaborating with the Bulgarian Capital business weekly on the second edition of the Marketing Forum in the country. The aim of the forum is to become a venue for all marketing specialists in Bulgaria, as well as in the region. That is why to participate as Key Note speakers Jay Conrad Levinson - the father of Guerilla Marketing and Sahar Hashemi - co-founder of Coffee Republic have been invited. The event is to take place on May 29th in the National Theatre in Sofia - the capital of Bulgaria.

Intellecta Srl which works on marketing projects both in Italy and Bulgaria has been invited by the organizers as a marketing consultant of the event, to bring in international know-how and expertise. The theme of the Forum is Marketing Innovation thus the selection of the Key Note speakers - for their knowledge and work on innovation in marketing.

'The aim of the Forum is not only to gather together the best Bulgarian marketing talent, but also to challenge everyone's views on the future of marketing' - says Christina Vlahova, General Manager of Intellecta Srl 'Marketing Innovation was the theme of the first marketing forum on which we were working together with our colleagues from Capital last year. And it is the theme of this year's forum as well - since marketing innovation is always relevant and never the same. What was innovative last year is mainstream marketing today. But there are new innovative marketing concepts we are going to discuss and that is why we have invited such an array of leading speakers on the topic'

Both Key Note speakers - Jay Conrad Levinson and Sahar Hashemi are known for their work and innovative marketing concepts.

Jay Conrad Levinson is the author of the best-selling marketing series in history, 'Guerrilla Marketing,' plus 30 other books. His books have sold 14 million copies worldwide. His guerrilla concepts have influenced marketing so much that today his books appear in 41 languages and are required reading in many MBA programs worldwide.

Sahar Hashemi has come along way since 1995 when together with her brother Bobby; she founded Coffee Republic, and built it into one of the UK's most recognised high street brands with a turnover of £30m. In 2005 Sahar launched her new business idea-SKINNY CANDY- a brand of sugar free confectionary. It has already received wide press coverage and is available across big department store chains throughout the UK.

Capital newspaper is the leading business weekly in Bulgaria. The newspaper was launched in 1993. And has always supported the principles of quality journalism, ethical standards and responsibility towards the readers. Since its creation Capital has always dedicated two pages from its content on the topics of media, marketing and advertising.

To provide these key note speakers for the venue has been the newly opened office of CSA Celebrity Speaker in Bulgaria, entrusted with the management of speakers' services, who are among the world's most outstanding personalities from the field of professional business, academia, politics, sport, entertainment and the arts.

For additional information on the news that is the subject of this release, contact Intellecta Srl or visit www.intellectasrl.com

For additional information and registration to the Marketing Forum visit www.miforum.eu

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About:

Intellecta Srl (www.intellectasrl.com) was created in June 2004. Positioned as a Strategic Marketing Consultancy, the operations of the company spread across Italy and the whole of the Balkan region and it offers innovative marketing strategies to larger corporations, as well as to small and medium enterprises. For the territory of the Balkans the company operated from Sofia, Bulgaria.

CSA Celebrity Speakers Bulgaria is an associate office of Celebrity Speakers Ltd. in the UK - Europe's leading speaker bureau. CSA Bulgaria office was opened in Nov 2007 and offers key notes speakers and experts for the territory of Bulgaria and the region.

For more information, Please contact:

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