

# Press Release

## **MEDIA CONSULTA expands its advanced training**

**50 events from the MC Academy this year; focal points: soft skills and business lectures**

*Berlin, February 22nd 2010.* MEDIA CONSULTA (MC) boosts its internal and external advanced training: This year the MC Academy offers all MC staff members as well as its clients and partners more than 50 events. In the MC Academy's fifth year, special emphasis lies on strengthening people's soft skills. Moreover, the well-established series of MONDAY LECTURES, where representatives of renowned companies deliver insight into their daily work, will be continued.

All course participants have the opportunity to enhance their knowledge of time management, team leadership and intercultural competence. In addition, the MONDAY LECTURE series will be expanded. In March, Carsten Grueber, Manager of Google and YouTube, will give a lecture on the popular video sharing website YouTube. Further events are currently in the planning stage. Last year, deputies from Google, Getty Images, MySpace, YouTube and the Bauer Media Group explained details regarding current projects, tasks and structures of their companies. Clients and partners of MEDIA CONSULTA can also join the MONDAY LECTURES.

Fellows and business partners have the opportunity to participate in MC Academy workshops, too. In March, MC offers a seminar regarding "Strategies for web 2.0 in the communication business". Besides this lecture, creative courses and a workshop about acquisition and bargaining are on the agenda.

Due to its global network, MC enables all staff members to work in other EU countries and obtain expertise abroad. In the scope of the MC Exchange Programme, they could gain industry knowledge and intercultural competencies overseas. Furthermore, MC continues to support the programme "Journalists International" of the Free University Berlin/Germany in



2010. The agency affords foreign awardees, journalists and advertisers insights into the workflow of the MC headquarters Berlin.

To find out more about the MC Academy, please visit: [www.media-consulta.com/mc-academy-eu.html](http://www.media-consulta.com/mc-academy-eu.html).

**MEDIA CONSULTA:**

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

For further information  
please contact:

MEDIA CONSULTA  
Daniela Rechenberger  
Wassergasse 3  
10179 Berlin  
Tel: +49(0)30/65 000-373  
Fax: +49(0)30/65 000-192  
[d.rechenberger@media-consulta.com](mailto:d.rechenberger@media-consulta.com)