In an ideas-based Economy, the value of creativity and talent is at the basis for global development, innovation and progress. In the new economy, the ideas-based economy, creativity and more specifically ideas are the main contributors to development. The ideas-based economy is already part of the discussion of global development, innovation and progress. In the new economy, the ideas-based economy, creativity and more specifically ideas are the main contributors to development. The ideas-based economy is already part of the discussion of global development, innovation and progress.

The training will also touch on Social and Online Platforms, based on the methodology and type of thinking to achieve the objective would be considered. Some pertinent questions will be discussed:

1. How to approach media organizations with your organizations SME-related news?
2. How to make Key Notes and Coaches for the social media?
3. What are the strategies that would help in creating the social media?
4. How to motivate the SME audience means addressing a wide and heterogeneous audience with a variety of challenges and needs?
5. How to positively and key messages today are required to be delivered across multiple platforms?

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