



# CEO UNIVERSITY

powered by MC BEAT



**Dear LCPs 1819,**

The growth of next year depends on the knowledge of you, LCPs 1819. As MC BEAT we are here to support you as much as we can so you can get closer to better version of yourselves.

This brand new idea based on functional knowledge, management and soft skills. Each MCVP tried to do their best and give you the needed skills to track your LCVPs.

I hope you will enjoy and put it in the action in 1819 term.

# TIMELINE

**Education Start**  
6th of November

**Presidents Summit-  
Slovakia**  
8-12th of November

Functional Educations  
16th of November-10th of  
December

**ATEMCO**  
14 -17th of December

\*Educations will be held on webinar.



**Education Start**  
6th of November

**Presidents Summit**  
8-12th of November

International-National Representation  
Faci: Ezgi DOGAN

How to select your team ?  
Faci: Ezgi DOGAN

# Functional Educations

16th of November-10th of December

| OPS CORNER-TOPICS   | FACI              |
|---|-------------------|
| Standard Implementation   | Ünal UZUN         |
| Data collection&transfer from term to term  | Ünal UZUN         |
| Customer relatons for CX(EP and Company tracking)   | Ünal UZUN         |
| Case solving  | Alihan BOLAT      |
| Advanced expa analytics, E2E and other stuff  | Andrew PISCHCHANY |
| All conversions (open-applied, applied-accepted, accepted-approved, approved-re & how to track them | Andrew PISCHCHANY |
| How to track IR   | Andrew PISCHCHANY |
| Customer Flow   | Andrew PISCHCHANY |

| OD CORNER-TOPICS             | FACI              |
|------------------------------|-------------------|
| 4DX                          | Berkand OTLUOGLU  |
| Culture Change inside the LC | Berkand OTLUOGLU  |
| Management Tool              | Berkand OTLUOGLU  |
| BSC Knowledge                | Berkand OTLUOGLU  |
| Expansion Regulations        | Gizay TABANLIOGLU |
| Expansion Development Model  | Gizay TABANLIOGLU |

Functional Educations  
16th of November- 10th of December

| BD-TOPICS                       | FACI             |
|---------------------------------|------------------|
| Customer Segmentation           | Ahmet<br>ÖZÇELİK |
| Preparing partnership proposals | Ahmet<br>ÖZÇELİK |
| Partnership Implementation      | Ahmet<br>ÖZÇELİK |
| Partnership Campaign packaging  | Ahmet<br>ÖZÇELİK |

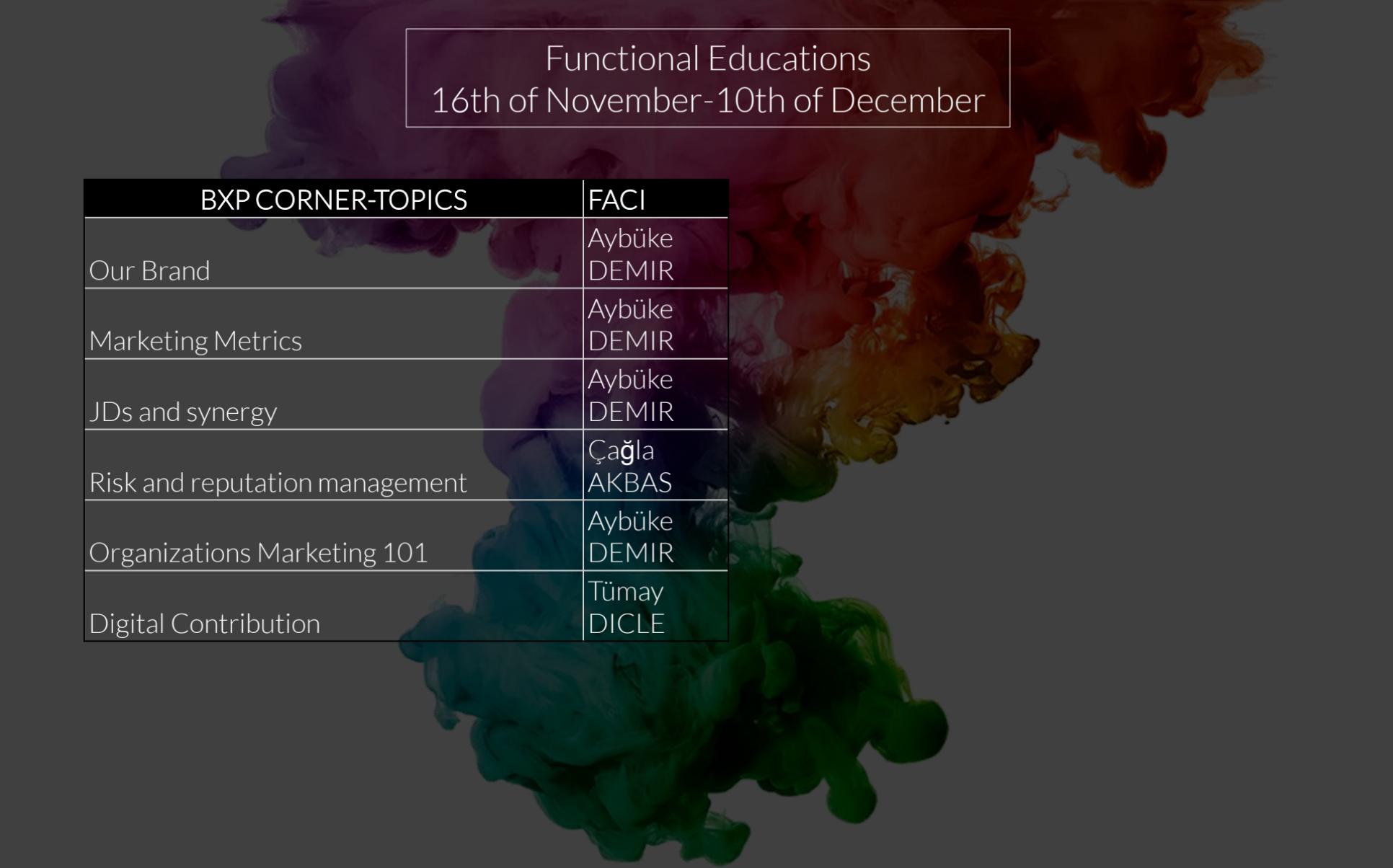
| TM-TOPICS         | FACI           |
|-------------------|----------------|
| Member Experience | Püren<br>KIRAÇ |
| Team Standards    | Püren<br>KIRAÇ |
| TM&LCP Synergy    | Püren<br>KIRAÇ |
| Team Stages       | Püren<br>KIRAÇ |

## Functional Educations

16th of November-10th of December

| FINANCE-TOPICS                                     | FACI       |
|--|------------|
| Understanding of Strategy #5 and Finance Standards | Emrah ATAG |
| Financial Credit Note                              | Emrah ATAG |
| Reporting System and NFB                           | Emrah ATAG |
| Accountabilities and Responsibilities for Finance  | Emrah ATAG |
| How to track VP Finance                            | Emrah ATAG |

| Soft Skills                           | FACI         |
|---------------------------------------|--------------|
| Team Management                       | Ezgi DOGAN   |
| Coaching-o2o                          | Ezgi DOGAN   |
| Stakeholders Management               | Ezgi DOGAN   |
| International-National Representation | Ezgi DOGAN   |
| Hosting                               | Ezgi DOGAN   |
| LCP as PR                             | Ezgi DOGAN   |
| Crisis management                     | Ezgi DOGAN   |
| Culture Leverage                      | Berkand-Ezgi |
| How to select your team?              | Ezgi DOGAN   |



Functional Educations  
16th of November- 10th of December

| BXP CORNER-TOPICS              | FACI            |
|--------------------------------|-----------------|
| Our Brand                      | Aybüke<br>DEMİR |
| Marketing Metrics              | Aybüke<br>DEMİR |
| JDs and synergy                | Aybüke<br>DEMİR |
| Risk and reputation management | Çağla<br>AKBAS  |
| Organizations Marketing 101    | Aybüke<br>DEMİR |
| Digital Contribution           | Tümay<br>DICLE  |



*If you need anything in addition to these resources, feel  
free to contact Püren KIRAÇ at ;  
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