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TWIST Webinars for Startups
with
Kuba Wronkowski

15 of July 2015

Mediguard Technologies

Sienna 25, Warsaw

11.00 - 11.10

Welcome

11.10 - 11.20

TWIST and Startup Europe in Warsaw

Krzysztof Czaplicki, Foundation Neo Media

11.20 - 12.00

Media relations on a tight budget – Part 1

Understand the journalist coverage area. Journalists are flooded with emails every single day. If you want your messages to stand out, you'll need to approach them from a genuine place of common interest. It's all about making a connection. This webinar will introduce the concept of treating journalists like humans - an oddly little-known secret to dealing with the press - and arm you with some actionable tips for researching and getting to know journalists.

Kuba Wronkowski

CEO & Co-Founder at QuoteMe.pl

12.00 - 12.30

Questions & Answers

12.30 - 14.00

Closing Remarks & Networking Aperitif

Registration:

<https://twistwebinars.confpower.com/>





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Kuba Wronkowski – CEO & Co-Founder at QuoteMe.pl

Kuba Wronkowski has 10 years of experience in supporting and developing start-ups. In 2004 he founded and managed the first business incubator at the University of Warsaw. In a short time, the incubator became the fastest growing one in Poland. In 2007 he became the managing director of the largest network of business incubators in Europe in which more than 5,000 start-ups were created.

In 2012-2013 he advised at the AIP Seed Capital venture capital fund was responsible for the development of 15 portfolio companies of the fund. In 2013 he took part in a project in Silicon Valley organized by the US Market Access Center tech accelerator and Silicon Valley Acceleration Center (Trade and Investment Section of the Embassy of the Republic of Poland in Washington DC).

In 2012, he founded an agency of public and investor relations QuoteMe which provides services for companies and startups from the technology, FMCG and financial industries among others. The Agency advises the top Polish start-ups on communication and image creation among individual and institutional investors. He's a mentor at Startup Weekend. Since 2013, a member of the Supervisory Board of the INVISTA - a private equity fund listed on the Warsaw Stock Exchange Specialties: a) Start-up business set-up and development, b) Marketing and public relations, c) Sales improvement programs.

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