business reset 2026
CONFERENCE

15 Tetor 2026

HOTEL MARRIOT TIRANA

FULL DAY AGENDA

Hosted by Jori Vila & Dorjana Avrami

MBËSHTETUR NGA

STRING

zen HOUSE · MEKTRIN · telegrafi · PULSI · club FM

Deloitte. · SERENITY CLINICS & LAB · ASLV ALBANIAN SOUND, LIGHTING & VIDEO · DBS group INDUSTRIES · lufaprint

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Main Stage
Morning

08:30 - 09:00	**Coffee & registration**
09:10	**Welcome and Opening Remarks** Jori Vila & Dorjana Avrami
09:15 - 09:35	**Gentian Gjiknuri** The Future of Business Management
09:40 - 10:00	**Lorent Gordi** AI Changed the Rules. What Comes Next Is Up to Us!
10:05 - 10:25	**Yiannis Dimos** Beyond 360° in a Fragmented World

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10:30 - 10:50	**Radoslava Krosneva** Becoming the Leader Your Ego Won't Let You Be
10:55 - 11:15	**Gjergj Kalaja** From Noise to Signal: Business Intelligence for the Albanian World
11:20 - 11:35	**Surprise Moment** By Zen House
11:40 - 12:00	**Biljana Meckrovska** Exceeding BTL: When Brands Become Experiences
12:05 - 12:30	**Dalina Gjiçali** Does Your People Strategy Actually Perform?
12:35 - 12:55	**Fisnik Ismaili** The Risk of Being Remembered

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13:00 - 13:20	**Toby Lee** What If We're Solving the Wrong Problem?
13:25 - 13:45	**Blendi Salaj** Media and the Transformative Frontier of Technology
13:50 - 14:10	**Jonel Kristo** Where Corporate Culture Creates Team Harmony
14:10	**Closing by the hosts**
14:10 - 15:00	**Lunch & Networking**
ALL DAY	**Experience Zone** Live demos, partner corners and networking.

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Three parallel rooms.
Choose one session
per time slot.

Workshops
Afternoon & Evening

15:00 - 16:25

Tech — Room 1

How to Adapt Odoo to Your Team's Needs: From Hiring to Performance

Gentian Gjiknuri

HR — Room 2

Becoming the Leader Your Ego Won't Let You Be

Radoslava Krosneva

Marketing — Room 3

How to Create Authentic Campaigns in the Age of AI

Jonida Këllezi

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16:30 - 17:55

HR

Room 1

Who Gets a Raise
and Why? Building salary bands that are fair, competitive and sustainable.

Dalina Gjiçali

Marketing

Room 2

How to Build a Winning Marketing & HR Strategy for 2027

Renato Civili

Tech & Marketing

Room 3

Make AI Talk About Your Brand

Olga Grabocka

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18:00 - 19:15	HR Room 1 **Your Personality at Work** Toby Lee
	Tech Room 2 **How to Adapt Your ERP to Your Business Processes: Auditing, Integration and Customization with Odoo** String
	HR Room 3 **Recruitment Market Trends** Spartak Alibali
19: 15	**After Hours Cocktail Networking with speakers, partners and participants.** 