

Attention all proposal writers, project coordinators, and potential partners for EU funding programs!

Do you want to improve your proposal writing skills and **maximize your chances of securing funding for your innovative ideas?**

Look no further than LEAD, a unique training program designed to equip you with the knowledge and skills needed to write winning proposals for all EU funding programs.

Our program is based on adaptive leadership methodology, which emphasizes the importance of effective leadership for successful project implementation and beneficial outcomes. By integrating **adaptive leadership principles into your proposal writing process**, you'll be able to develop proposals that are more impactful and unmatched by competitors in driving EU funding priorities.

Join us on an interactive journey where you'll learn everything you need to know about **proposal writing, organizational development, and market disruption**. Our **cutting-edge AI tools** and unparalleled experience will give you the competitive edge you need to secure funding for your innovative ideas.

Take advantage of the massive multi-billion budget for the largest EU-funded programs than ever before. Whether you are interested in Horizon Europe, Erasmus Plus, Creative Europe, IPA3, or any other EU funding program, our expert trainers will guide you through the crucial stages of project development, innovation management, and commercialization.

LEAD, provides a comprehensive and advanced approach to proposal development. We go beyond elementary qualification standards, to provide you with the knowledge and skills needed to lead disruptive innovations and market creation in uncertain economic times. LEAD will take you beyond the state of the art!

Don't miss this opportunity to improve your proposal writing skills and maximize your chances of securing funding for your innovative ideas timely. Empower your workflow and boost your project impacts with LEAD

## BENEFITS FOR PARTICIPANTS

Take your career to the next level and become an expert in EU innovation funding programs and projects with LEAD, a comprehensive training program designed to help you achieve success in all open calls.

LEAD provides numerous benefits for participants, including:

- Improved proposal writing skills: Our expert trainers will guide you through the proposal writing process, helping you to develop compelling and competitive proposals for EU funding programs and call for proposals of your choice.
- Enhanced project management skills: LEAD will help you develop the competencies and skills needed to lead and manage innovation projects, even in dynamically changing and crisis environments.
- Advanced methodologies for disruptive innovation management: Our cutting-edge AI tools and unparalleled experience will provide you with the skills needed to successfully manage and implement disruptive innovations.
- Increased chance of success: With our unique approach to proposal writing and project management, you'll be able to maximize the quality of your results and impact, increasing your chances of securing funding for your innovative ideas.
- Access to a multi-billion budget for the largest EU-funded programs than ever before, and LEAD will help you take advantage of this massive budget, so you can surly find a funding source.

Don't miss this opportunity to take your career to the next level and become an expert in EU innovation funding programs and projects. Empower your workflow and boost your project impacts with LEAD.

## PROGRAM AGENDA

### Day I

10.00 - 11.00

Funding programmes and work programs analysis

11.15 – 12.15

Call Analysis and stakeholder analysis

12.30 – 13.30

Adaptive Leadership methodology

13.45 – 14.45

Project Design, Work breakdown, Partners

14.45 – 15.30

Proposal writing key principles

### Day II

10.00 -11.00

Evaluation oriented proposal writing

11.15 – 12.15

AI tools for each section of the proposal

12.30 – 13.30

Training the AI in appropriate data sets

13.45 – 14.45

How to maximise impacts using Adaptive Leadership

14.45 – 15.30

Successful Project Examples and Q&A

## PRACTICAL INFO

**Certificate** – ETA Certificate “LEAD - ADAPTIVE LEADERSHIP” training is awarded to participants who successfully complete compulsory sessions modules.

**Duration and location** – you can apply for **pre-evaluation of project proposals anytime** or **Online training**, dates are *regularly* updated in the *ETA website calendar*.

**Application process** - Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged. You may apply by sending your info (Name, Last Name, Phone number, and Organisation) using **ETN website registration form**.

**Participation fee** - Participation fee for this unique program offers unmatched cost vs impact ration at €220 for the participation in courses, study materials, Guide for proposal writing and Project examples. Early registration discount is available two weeks before the event.

**Teaching Methods** - Lectures and case studies - Workshops - Discussions and Q&A Sessions - Best practice project models - Interactive exercises - Experiential learning - Rich course material.

**The Experiential Learning** - encourages active interplay between conceptual frameworks and their implementation in complex real-world settings. Focusing on key variables for success at each stage of proposal development and project implementation, LEAD is increasing leadership capacity and provides irreplaceable tools for leading disruptive changes of existing and creation of new markets.

**ETA Global Curriculum** - integrates the best practices and cultural insights of the world’s top business schools adapted for the needs of participants local economy and communities. English language.

**A carefully selected group** – of LEAD clients creates a powerful network that spans functions, institutions, and enables innovative value chains.

## SUCCESS

ETA is where reform leaders convene. You will do more than prepare for the next step in your career. You will develop worldview, analytical tools, alliances, strategic skills, and leadership capacity to master the complex global challenges that face your local community today.

Our programs have already been evaluated with the highest marks by more than 10000 participants from respectable organisations including: Universities of Warsaw, University of Newcastle, Ghent University, Amsterdam University of the Arts, Antwerp Management School, Stockholm University of the Arts, Vytautas Magnus University, Norwegian School of Economics, Faculty of Law Radboud University Nijmegen, Universite Pierre et Marie Curie, Louven University, Utrecht University, Westfalische Wilhelms Universitat Munster, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, University Mediterranean Podgorica etc. Polish Science Contact Agency..

INTERPOL, Atlantic Group, Siemens, Philips, Robert Bosch, Schneider Electric, Hewlett Packard, Leo Burnett, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, Petroleum Industry of Serbia (NIS), Telekom, Amiga, Dam Mont, 3M, SAGA, Asseco, MFC Mikromerc, Vlatacom, Link Group, NICAT, OSA Engineering, Enel PS, IPSOS, GfK, Patent Co, Avalon Production, Planit, EkoAgri, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus, Energoprojekt, Srbija Šume, Port of Belgrade, Polix Research and Development Centre..

Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker, World Vision International etc. ... and many others

## LEAD EXPERTS

Mark Montgomery	Aleksandra Nešić	Muhammed Salem
<ul style="list-style-type: none"> <li>Frankfurt School of Finance &amp; Management Certified Expert in Microfinance</li> <li>Prince2 Project Certification Project Management Practitioner</li> <li>ITIL v3 Service Management Foundation Certification ITIL v3</li> <li>Sheffield Hallam University Post Graduate Certificate in Technical Writing</li> <li>The London School of Journalism and Creative Writing</li> <li>The Open University Master of Business Administration (MBA), Finance and Marketing Master</li> </ul> <p>— Show Less</p>	<ul style="list-style-type: none"> <li>The University of Novi Sad, Faculty of Technology Doctor of Technological Sciences, Materials Engineering</li> <li>University centre for applied statistics Master's degree, Applied statistics Master's degree, Applied statistics</li> <li>University of Novi Sad, Faculty of Technology Master's degree, Pharmaceutical Engineering</li> <li>Students' Union of Faculty of Technology, Students' Parliament Activities and societies: Students' Union of Faculty of Technology, Students' Parliament - Student prodean</li> </ul>	<ul style="list-style-type: none"> <li>The American University in Cairo, English and Comparative Literature, Master of Arts</li> <li>Sciences Po Grenoble, International Relations and Affairs, Master's Degree,</li> <li>The American University in Cairo, Bachelor's Degree, Political Science</li> <li>BA in Political Science with concentration in International Relations and with a minor in English and Comparative Literature</li> </ul>

## LEAD TRAINER



### **Boško Nektarijević, BBA, MBA,**

Over 20 years of experience in the EU funding schemes. Senior expert position in 4 EU funded projects for creating and maintaining mechanisms for creation of innovation ecosystems and cooperation between the academia, NGOs, the private sector and the research community as well as support to SMEs and business development; Key Expert position for the EU programmes for accession countries. Programme Evaluator position for EU IPA programme in Montenegro. Implemented thematic programme and projects evaluations; 4 Senior Expert positions directly responsible for proposal/tender development, and related activities. Management of proposal preparation for the FP6, FP7, Horizon 2020, Horizon Europe, particularly EIC programme, and various other and External assistance and national grant schemes etc. from idea mapping to consortium creation, proposal pre-evaluations with a high success rate of funded projects; Extensive experience in business development and marketing as executive manager of two companies (EU Access, EMTA) and two NGOs (BSN, and ETA). Supported Competitiveness and Innovation Operational Programmes from programming to implementation in various countries. Lecturer at the Business Academy (Cambridge International Business Studies); Coach at EASME for SME Instrument. Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS – University of Brussels '02; Executive education at Boston University '05 and Harvard University, USA '06. More info at [Bosko Nektarijevic | LinkedIn](#)