Youth Empowered 2025 – Agenda

📍 Timeframe: **10:00 – 14:00**

📍 Structure: **Greeting + 2 Keynotes (plenary) + 4 Parallel Workshops**

📍 Breaks: **Lunch + 1 coffee break**

10:00 – 10:30 | Arrival & Breakfast
- Registration, networking, coffee and light refreshments.

10:30 – 10:45 | Greeting
Speaker: General Manager, Coca-Cola HBC
- Welcome words and opening remarks.
- Setting the stage for Youth Empowered 2025.

10:45 – 11:25 | Keynote 1 – *Carl Pucci (EO59)*
Topic: *Communication Skills in Tech*
- Why communication is a critical skill in the digital/tech world.
- How soft skills enhance teamwork and leadership.
- Practical tips for building stronger interpersonal skills.

11:25 – 12:05 | Keynote 2 – *Michael Burich (Maison Beast)*
Topic: *Lessons from Entrepreneurship – Successes and Failures*
- Past ventures: what worked, what didn't.
- The Maison Beast story – challenges and learnings.
- How to handle failure and stay resilient.
- Advice for young creatives building their own path.

12:05 – 12:50 | 🍴 Lunch Break
- Lunch and informal networking.

13:00 – 14:00 | Parallel Workshops (participants attend their chosen one)
1. Endrus Arge (Silen)
Innovative Solutions and Taking an Estonian Company Globally
- From local idea to international expansion.
- Challenges & lessons in scaling globally.
- 5 key tips for aspiring entrepreneurs.
- Training innovative and problem-solving skills.

2. Mateja Sponza (Microsoft)
Future Skills in the IT Sector
- Different roles in IT: developer, analyst, designer, cyber.

- Beyond coding – non-technical career opportunities.
- Fastest-growing IT domains.
- Competencies that will matter most (AI, data, cybersecurity).

3. Erlend Sild (Franklin Covey / BugBox)
Leadership, Productivity & Entrepreneurship
- Franklin Covey frameworks OR insights from BugBox journey.
- Tools for effective leadership and self-management.
- Building resilience and entrepreneurial mindset.

4. Mihhail Kaplin (Coinspaid)
Crypto Risks & Watch-Outs – What Young People Should Know
- What cryptocurrencies are and how they work (non-promotional).
- Risks vs opportunities: volatility, scams, and regulation gaps.
- Practical blockchain use cases beyond speculation.
- How to critically evaluate information and avoid hype traps.