



The University Of Sheffield.



CITY College  
An International Faculty Of The University.



ВУЗФ  
Университет по финанси, бизнес и предприемачество

# FREE SEMINAR: Lifestyle - source of money

## Do you want to know:

- How people's consumption has changed?
- How our lifestyle is a source of additional money?
- How marketers can benefit from all this?
- How our economy is changing because of our lifestyle?

Find out the answer by attending the seminar. You can register on: [bulgaria1@city.academic.gr](mailto:bulgaria1@city.academic.gr) or 02/961 62 63



**Chris Liassides** is Academic Director of Postgraduate Studies and a Senior Lecturer in Marketing Management and Operations Management in the Department of Business Administration and Economics Department at CITY College, International Faculty of the University of Sheffield. He worked as a senior auditor for ROBSON RHODES - Chartered Accountants and as a consultant engineer for THE BEINHAM MEIKLE PARTNERSHIP in the UK.

Chris Liassides also has extensive experience in the Property Development sector and a 14-year teaching experience in Business Studies. Recently, he has participated in two EU-funded research projects. He is also acting as a Marketing consultant for STEROPAL SA.

## DATE:

25.02.2016

## TIME:

18:00

## PLACE:

VUZF UNIVERSITY, 1 GUSLA STR,  
1618, SOFIA, ROOM 501