

Dr. Avra Lyraki is a speaker in Corporate Communications specialized in Organizational Communication Issues during Mergers & Acquisitions (*PhD Thesis Title: "Application of Strategic Corporate Communication Processes to Internal and External Problems associated with Mergers and Acquisitions in the Greek Banking Environment"*).

She also holds a Master's degree with specialization in International Management from the University of La Verne California and a bachelor's degree in International Relations from Panteion University of Social & Political Sciences, Department of International & European Studies.

Having worked for more than 15 years in the banking sector in the MarComm (ATL, BTL, TTL, Strategic MarComm, joint projects liaising, consultancy, training and execution) field she has gathered extensive experience in Corporate Communication Issues, Corporate Image Building and Maintenance through offline techniques (handling crisis management issues, event management projects such as the coordination of exhibitions, press conferences, gala dinners, planning and organizing sponsorships) as well as through online media (online reputational management, social media campaigns and online viral marketing).

Additionally, she is a well experienced executive workshop leader in numerous topics specializing in the areas of Communication, Personal Development and Life Coaching. She is the founder of Life Self Coaching Institute ([www.lifeseelfcoaching.gr](http://www.lifeseelfcoaching.gr)), a certified Life Coach (ACC) and Mentor of the International Positive Psychology Association (IPPA), as well as an ambassador for the VIA Institute on Character.

Her seminar portfolio includes the below mentioned titles: Public Relations & Event Management, Image Building, Communication Skills, Crisis Management, Advertising, Branding, Time Management, Initiative, Interpersonal Sensitivity, Judgment & Decisiveness, Leadership, Life Self Coaching Techniques, Problem Analysis, Planning & Organizing, Teamwork, Social Networking, Listening Skills, Effective Meetings, Presentation Skills, Creativity, Empowerment, Persuasive Oral Communication, Customer Experience.

Since 1997 she has trained more than 6,000 executives, and she has cooperated with multinationals and N.G.O.s such as Vodafone and Red Cross, as a freelance executive trainer on the field of Business Communications, Management and Coaching.

She is an academic member of the Global Speakers Federation, the International Coach Federation (ICF), the Athens Institute for Education and Research and a member of the Institute of Communication.