















**Train and communicate to create
value in the person and organizations**

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Introduction

- **ANATHENEA** reflects in its brand the name of the Greek goddess Athena by her identification with the values that govern human life from centuries ago.
- Athena is the goddess of wisdom, strategy and peace, which watches for safeguarding the respect, honesty, perseverance, commitment and know-how with dignity and ethics.
- **ANATHENEA** bets strongly the practice of these values in personal and professional world of the XXI century.
- Hence the classic image reflected in the logo.

-  The column of the logo represents, with its strength, the knowledge base required by society for human and professional development.
-  At its height, the column symbolizes the growth of knowledge, both the person itself, and the organizational environment, projected into a future full of achievements in all aspects.
-  Therefore, **ANATHENEA** combines the values of classicism and innovation of modernity.





Presentation


- ANATHENEA -Training and Consultancy for Intelligence-**, develops and offers professional training and consultancy services to academic institutions and companies.



- The **training** activity covers from the design of **programs suited to the needs of the customer** until the specialized training in the areas of Emotional Intelligence Skills, Protocol and events management, Communication and Marketing Plan and actions.
- The **consultancy focuses on** the most appropriate approach for **the achievement of strategic business objectives** in areas of protocol and events management, communication and marketing.

ANATHENEA adds

-  **over twenty years of professional experience** in areas of marketing management, communication and protocol in companies, advertising and integrated communication agencies,
-  as well as **more than five years of teaching experience** at prestigious academic institutions, universities, business schools and the training courses for businesses (in company).

-  The main features of the ANATHENEA performance are **effective development and quality of programs and courses** adapted to the needs of its customers, both academic and corporate, together with the **strategy and implementation of major corporate plans and business communications** for companies of different sectors.

- The **commitment to quality and excellence of results** is one of the **main values** of ANATHENEA.
- The professional work of its promoter, **Ana M^a Aceituno**, has been recognized by winning **numerous awards and citations**, among them the Personal Gold Medal, -awarded by the International School of Protocol-, and the International Award for Business Protocol, -awarded by the International Organization of Ceremonial and Protocol, the Spanish Association of Protocol and the International School of Protocol-.

Mission

- Based on a humanistic approach to contribute to personal development through knowledge and training to be applied to business and professional fields.



Values

- Honesty and professional ethics
- Effectiveness
- Adaptation and commitment to customer needs.
- Quality and excellence in results



Services

- There are many companies and independent professionals engaged in consultancy, training and skills, communication, marketing and protocol.
- However, the expertise of **ANATHENEA** consists of **effective integration** of all these aspects to **obtain corporate and commercial results** planned by the general strategy of its clients.



Training

- Training is an **essential tool for personal development and for the modern company** in its strategy of innovation and competition in the market.
- ANATHENEA designs and implements **training solutions suited to the needs of companies and academic institutions.**
- The theory in different fields of business and personal knowledge is put into actual practice with students. ANATHENEA deals with not only the **theoretical and practical knowledge** but also the **human side of decision makers** and people working in these fields

- The **case method, group discussion or role-playing** are some of the techniques used by ANATHENEA. The person understands the areas of knowledge from all possible views.
- Aware of the flexibility and adaptability to the needs of individuals and organizations, ANATHENEA provides training in the following procedures:
 - **classroom**
 - **e-learning**
 - **in company.**



Portfolio of Programs

Personal and management skills

- Emotional intelligence
- Strategic motivation
- Time and stress management
- Effective presentations
- Speaking well in public (oratory)
- Leadership and team management
- Training the trainer
- Negotiation skills



Protocol and institutional relations

- Business protocol.
- Events management.
- Official and international protocol.
- Protocol, communication and marketing.



■ **Corporate communications and marketing**

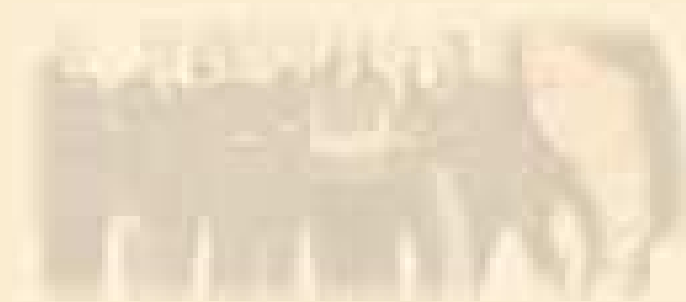
- Strategic communication management.
- Internal and external communication.
- Crisis communication.
- Marketing plan.

■ **Human resources**

- Company interviews.
- Corporate training plan.

■ **Social responsibility**


- Corporate social responsibility.



Consultancy

- **ANATHENEA** presents a wide range of business consulting services based on **choosing the best strategy and action plan adequate** in the areas of:
 - Communication
 - Protocol and events management







-  **Investment in communication** is the most profitable tool for the company.

**The best management
lose effectiveness,
if not it transmitted properly.**

■ Among the features provided by **ANATHENEA** services are:

- Strategic approach of communication.
- Objective analysis.
- Use of communication tools most appropriate to each situation.
- Strategic vision.
- Detector of opportunities.
- Expert team in specific areas of work.

Methodology:

-  Meeting with client to fully understand their activities, goals and priorities set by its overall strategy.
-  Development of a Strategic Communication Plan suited to customer needs.
-  Development of a Plan of actions to perform, with defined responsibilities, timelines and budgets.
-  Implementation of communication actions, under the supervision of the client.

- Regular monitoring of the Communication Plan.
- **ANATHENEA** is responsible for implementing the Communication Plan, under the supervision of the client.
- Whenever possible, **ANATHENEA** will build on the customer equipment and services to develop communication projects.



Customers

- Relevant national and international businesses and prestigious academic institutions, -among others, the Universidad Complutense de Madrid, Centro de Estudios Garrigues, ESIC and the International School of Protocol-, rely on professional services of **ANATHENEA Training Intelligence and Consulting.**

Anathenea, why?

- Ana Maria Aceituno Alcalá's degree in Journalism from the Universidad Complutense of Madrid; Diploma in Research, Planning and Media Buying advertising from the same university, Master in Marketing Management and Specialist in E-Business & E-Commerce by Universidad Politécnica de Madrid and Diploma in Protocol and Ceremonial at the Universidad Miguel Hernández de Elche.
- She is currently PhD student at the Facultad de Ciencias de la Información at the Universidad Complutense of Madrid.

- She has developed her **professional career** in companies such as Grupo Ferrovial, Urzaiz & Urzaiz, Carat, Instituto de Comunicación Pública, Consortium Broadnet Sacyr Vallehermoso. At the last company she served as Head of Protocol and Marketing from 2002 to 2007, when she founded her own company, **ANATHENEA -Training and Consultancy for Intelligence-**, which offers professional training and consultancy management skills, marketing, communication, protocol and corporate social responsibility.

- Her **teaching experience** is very extensive. She has been and she is project director of Master and Thesis and associate professor.
- She has taught graduate and Master, among others, in the Universidad Complutense (CES Felipe II, ISDE), Escuela Internacional de Protocolo in Madrid and Valencia and prestigious business schools attached to the Universidad San Pablo CEU, AEDE Business School, Universidad Rey Juan Carlos, Universidad Camilo José Cela, Universidad Politécnica de Madrid, Centro de Estudios Garrigues, ESIC, Istituto Europeo di Design and Plan Avanza, Ministry of Industry.
- Complements her **professional services in company** provided training for companies such as Telefónica, Clínica Ruber, Save the Children, SGS and Vitro, among others.

- Ana Maria Aceituno received the **Personal Gold Medal** of the Escuela Internacional de Protocolo in 2006. In addition, her work at the department of Protocol in Sacyr Vallehermoso was awarded the **International Prize in Business Protocol** in 2007.
- She has been a **speaker** at the Seventh International Congress of Zaragoza Protocol and the 1st Latin American Protocol Conference held in Panama.
- Ana Maria Aceituno is a member of the Board of Directors of the **Spanish Protocol Association**, a member of **Dircom** –Asociación de Directivos de Comunicación- and **Lidera Program** (Comunidad de Madrid, Ministry of Women and Employment)

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