



Name: Ruja Zagorska works as CEO for one of the leading PR agency in Bulgaria “APRA Porter Novelli”, lives in Sofia.

She is 36 years old. Since 2000, she is also a Business Development Director of the company.

Ruja Zagorska loves surfing on Internet and trying new things. She believes that technologies can make peoples life easier, and her hobby is visiting seminars and conferences about technology innovations.

We presented EventArt as a concept to her and it was accepted extremely positive.

The feedback we received can be summarized as follow:

- EventArt will help the agencies to improve internal processes as well as the connection with their clients
- System will save time and facilitate the processes of planning and organization of event
- Showing the total price of the event as soon as the project is created will be very useful, but gathering the prices of different elements will be very difficult because many event management suppliers will not agree to make their prices public
- The integration with social networks will be very beneficially because the agencies will be able to observe personal attitude and valuation of past events

- Ruja Zagorska said that they would be very satisfied if they are able to create micro sites by themselves and sending them as an invitation to guests
- 3D will be very useful for agencies which are competing for the organization of an event.
- They don't like to be included in EventArt's catalogues, because they are used to organize only big corporate events for big customers and don't want small customers to call them, but they would like to use EventArt for internal purposes.
- Ruja Zagorska said that they are ready to pay between 150 – 300 euro for a monthly subscription, for internal usage of EventArt.