

# **Dr. Avra Lyraki**

**Strategic Corporate Communications; and Communications' Coach at Life Self Coaching Institute**

Athens, Athens, GR

Strategic Corporate Communications Expert and Communications' Coach

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## **Biography**

I have significant experience in Corporate Communication Issues, Corporate Image Building and Maintenance through offline techniques (event management projects such as the coordination of exhibitions, press conferences, gala dinners, planning and organizing sponsorships, handling crisis management issues) as well as through online media. For more than a decade my career focus revolves around Marketing Communications (ATL, BTL, TTL, Strategic MarComm) Brand Building, joint projects liaising, consultancy and execution. Additionally, my parallel activity is that I give lectures in numerous topics specializing in the areas of Corporate Communications, Event Management, Personal Development and Life Self Coaching. I am an academic member of the Global Speakers Federation, the International Coach Federation (ICF), the European Mentoring & Coaching Council (EMCC), the Athens Institute for Education and Research, the Institute of Communication, the Hellenic Public Relations Association and the Communications Committee of the Interactive Advertising Bureau.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Corporate Leadership

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## **Areas of Expertise**

Corporate Communications, Event Management, Life Self Coaching Techniques, Sponsorships

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## **Affiliations**

Be the Best of Yourself!

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## **Event Appearances**

Title

ATHENS WING

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## **Education**

**University of La Verne**  
M.B.A International Management

**Panteion University of Social and Political Sciences**  
Bachelors International Relations

**ECMU**  
PhD Strategic Corporate Communications

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## **Accomplishments**

**Exceptional speaker on Life Self Coaching and Communications topics**

**Founder of Life Self Coaching Institute**  
Founder of the 1st website that offers FREE support on Life Self Coaching issues.

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