

## The national library also represented itself at the Connect Conference

2024/04/17



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[1]

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The third edition of the conference for small and large Hungarian companies focused on internal communication and corporate culture. More than 120 PR and communication staff, speakers and business leaders exchanged experiences in more than 30 professional panel discussions in three

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rooms of the Eiffel Műhelyház. Trends in HR and communication were in focus in front of more than 900 visitors.

Art is Business platform is an excellent example of the creative ways in which artistic collaborations can help companies build their brands. They organised a roundtable discussion on how cultural institutions and large companies can meet, including representatives of Porsche Hungaria and Mastercard Hungary. They were followed by a speech by Dávid Rózsa, Director General, who presented the strengths of NSZL to the investor community.



[2]



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[3]

2024/04/17 - 09:39

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