



YAPRAK ÖZER

yaprakozer@indeksiletisim.com



YAPRAK ÖZER

Founder and CEO:

- **Indeks Content-Communication,**
- **Indeks Speaker Agency**
- **Content Factory**

B.A. in Journalism, Istanbul University.

M.A. in Political Science and International Relations.

Phd. in Political Science and International Relations (incomplete)

Fellow:

- NATO (Research Fellowship), 1992)
- City University, London (Journalism Fellowship)
- Alfred Friendly Press Fellowships, USA, (USA Today and The Tennessean)
- Ministry of Foreign Affairs of Japan; Fellowship on bilateral relations.
- "The Active Citizen in a Digital Age" Online Course, Stanford University.

Profession; Journalist (Print: Gunes,Cumhuriyet,Hurriyet)

TV Producer; (TRT2, CnnTurk & BloombergHT)

Editor-in-Chief; (Ekonomist, Capital, Kariyer Dünyası)

Columnist; Dünya Daily Newspaper (currently)

Blog writer; yaprakozer.com

Business Person;

- **Indeks Content&Communication** (Indeks İçerik ve İletişim Danışmanlık) - 2001- Provides content and communication solutions.
- **Indeks Speaker Agency** (Indeks Konuşmacı Ajansı) – 2003- Provides wide spectrum of titles and well known speakers local and international.
- Indeks is also a well established **media training organization**, home to a group of famous journalists and communication experts.
- **Content Factory** (İçerik Fabrikası) - 2013- Digital platform for content and is a platform for writers, editors, designers and digital crew

Ozer, is actively working on following areas as;

Media Relations Trainer

Content&Communication Skills Coach

Corporate Communication Consultant

"**Global Leader For Tomorrow**", 2003 World Economic Forum, Davos.

Publications;

Digital and printed books (4) on topics Leadership, human resources, globalization and management.

Academic Article;

"The Turkish Public Opinion" in, "The Future of Security in Europe, A Comparative Analysis of European Public Opinion" Ed. Phillippe Manigart, Brussels, 1992.

Awards;

Best Research Article Award on Turkey EU Relations by TUSIAD, (Turkish Businessmen and Industrialist Association)



BUSINESS



İNDEKS CONTENT&COMMUNICATION

Founder and CEO

ESTABLISHED IN 2001

Content Production and Management
Across All Platforms

www.indeksiletisim.com



4
Line of
Services
Provided

10 TV
Programmes

40+ Awards
6 Web Sites

- Speaker Agency
- Media Trainings & Consultancy
- Content Factory
- Reporting

References
750 +
Local +
International

Target Audience

- Corporate World
- NGO's • Academy
- Entrepreneurs • Media

Range of Target Audience

- C Level • HR Executives
- IR Executives
- Corporate Communication
- PR-Organization

Target Influencers

Bureaucracy
Research&Analysts
Community
Media
Consultancy

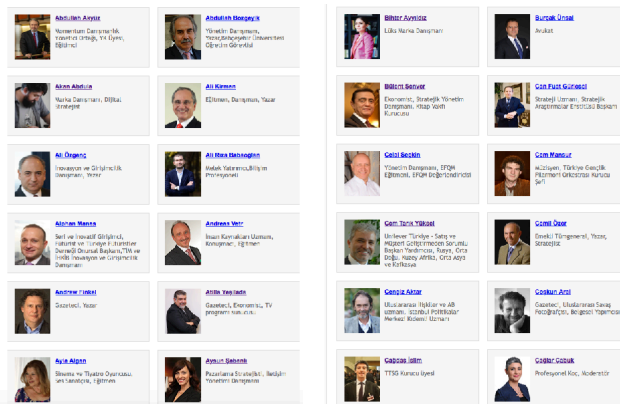
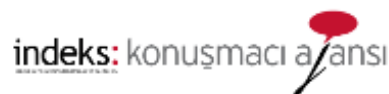


İNDEKS SPEAKER AGENCY

Line of Service - 1

Wide spectrum of content - titles,
rich list of speakers local&international.

www.indekskonusmaciajansi.com



500+
Local and
Foreign
Speakers

Organizations
in Europe
Asia
America



- Celebrities
- Journalists
- Academicians
- Opinion Leaders
- Influencers
- Commentators
- Consultancy
- Entrepreneurs

8.200+
Minutes of Speech

References
750 +
Local +
International

175+
Congress/ Conference

80 Categories

200+
Agency
Cooperation



İNDEKS: MEDIA TRAINING & MEDIA CONSULTANCY

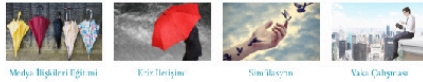
Line of Service - 2

Media Relations for Speakers -
Spokes People & C Level

www.medyailiskileriegitimi.com

medyailiskileriegitimi.com

Temel Eğitim Modülleri



Medya Briefing Eğitimi

Kriz Tercihim

Simülasyon

Video Çekim

Kurumsal Eğitim Modülleri



Public Relations

Ürün Eğitimi

Yükseklik

Sosyal Medya

Ulusal ve Uluslararası Eğitim



Strateji ve Tasarım

Politik İletişim

A-Z Yazarlık

Sosyal Medya Tasarım

İmaj ve Gelişim Eğitimi



İntervyu Teknikleri

Yüksek Sesli Konuşma

Sosyal Medya Uzmanlığı

İş Geliştirme

500+
Hundreds
of hours in
training

21
Module of
Training

25 Expert
Trainers

Personal Coaching
&
Group Trainings

International
Client Base

Corporate Sessions
Multi Department Trainings
Communication
Consultancy

Technical
Experts

Sertificate Programmes
alligned wit academic
world
60 Hours
70 Hours



Desired Day
and Time
Training



CONTENT FACTORY

Line of Service - 3

Digital platform for content and content providers

www.icerikfabrikasi.com



Variety & Flexibility in services provided

72 Specialists of all kind

Membership required platform

100+ bulletin

Ready Content
Tailor Made Content

150 Content Categories

Life Sciences
Technology
Economy
Finance
Health
Food
Design, and many many more titles



Books
Financial Reports
Speech Writing
Editing
Translation

Turkish+English
Daily
Weekly
Monthly

Exclusive Content
Multi-used content
Free Circulated Content



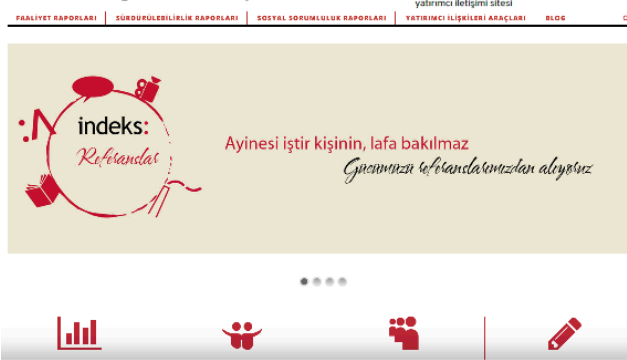
Indeks: Annual Reports

Line of Service - 4

Offers creative solutions for Investor Relations teams.

www.faaliyetraporlari.com

faaliyetraporlari.com



Annual Financial Reports
Sustainability Reports
Corporate Social
Responsibility Reports

150,000 +
Words
Financial Blogs

Web Based
Reporting
Digital Solutions
Production Solutions
Financial Blogs



IR Presentations

Interviews with
CLevel

Photograph
Sessions
Production Services

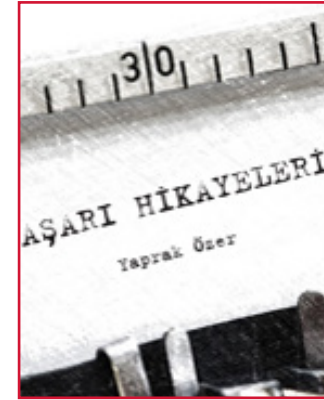
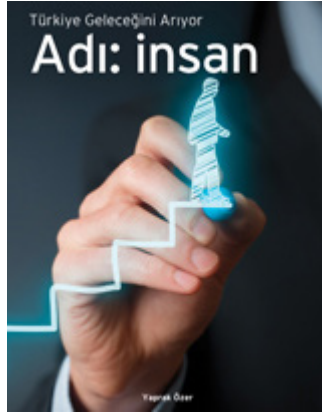
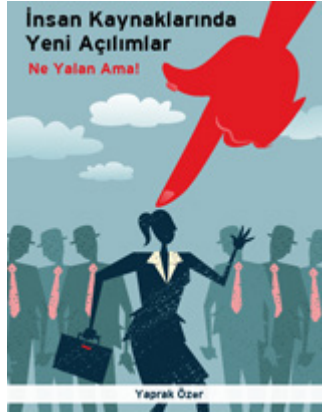
Speech
Writing
Fact Sheets
E-Bulletins



PUBLICATIONS

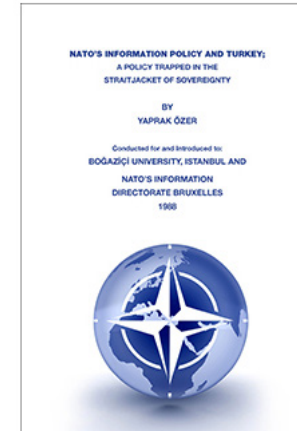


BOOKS





BOOKS





AWARDS AND SCHOLARSHIPS



GLOBAL LEADER FOR TOMORROW 2013





Alfred Friendly
PRESS PARTNERS

One of the most prestigious awards in US media

Alfred Friendly Press

Worked for 2 Gannett Member

Tennessean.
PART OF THE USA TODAY NETWORK

 **USA TODAY**



Education Scholarships:

.Japan Foreign Ministry

A special programme for journalists to develop good relations with Japan.

.City University-Great Britain

A prestigious media training programme



Stanford
University

Stanford University Digital Seminar: “The Active Citizen in a Digital Age”



Member



Member





TUSIAD Award, 1993

for performance in European Union-Turkey Relations reporting



**İstanbul
Bilgi University**

LAUREATE INTERNATIONAL UNIVERSITIES

Bilgi Üniversitesi

Worked as professional tutor for

. MBA Programme

. Faculty of Communications



Board Member



THE PROPELLER CLUB OF THE U.S.
PORT OF ISTANBUL TURKEY

Propeller Club

The Propeller Club, Port of Istanbul was founded
in 1951 by

Consultant



KEIRETSU
FORUM TÜRKİYE
"Business Angels Network"

Keiretsu Forum Türkiye

Business Angels Network

Member



Boğaziçi Üniversitesi Mezunlar Derneği



TV PROGRAMMES & PRODUCTIONS



Bloomberg HT

2011-2013

<https://www.yaprakozer.com/category/bloomberght-basari-hikayeleri-2011-2013/>

<https://www.yaprakozer.com/category/bloomberght-kariyer-rehberi-2010-2011/>

Başarı Hikayeleri / (Stories of Success)



Programmes: 60

Invites: 67

Total hours aired: 30

Kariyer Rehberi / (Career Analysis)



Programmes: 47

Invites: 53

Total Hours Aired: 12



TRT 2

2000-2003

<https://www.yaprakozer.com/category/trt-2-kariyer-dunyasi-2000-2003/>

<https://www.yaprakozer.com/category/trt-2-birebir-ekonomi-2001-2002/>

Kariyer Dünyası / (Career World)



Programmes: 142
Invites: 440
Total hours aired: 142

Birebir Ekonomi / (Economy One on One)



Programmes: 56
Invites: 56
Total hours aired: 60



CNN Türk

2007-2008

<https://www.yaprakozer.com/category/cnn-turk-is-gorusmesi-2007-2008/>

<https://www.yaprakozer.com/category/arsiv/cnn-turk-egitim-programlari-2007-2008/>

İş Görüşmesi / (Business Interview)



Programmes: 47
Total hours aired: 23,5
Invites: 55

Eğitim Programları / (Academic Programmes)



Programmes: 22
Invites: 66



ARTICLES & COLUMNS



NATIONAL NEWSPAPERS

CUMHURİYET

<https://www.yaprakozer.com/category/arsiv/cumhuriyet-gazetesi/>



GÜNEŞ

<https://www.yaprakozer.com/category/arsiv/gunes-gazetesi/>



HÜRRİYET

<https://www.yaprakozer.com/category/arsiv/hurriyet-ekonomi/>





HR SUPPLEMENTS

HÜRRİYET - İK

<https://www.yaprakozer.com/category/arsiv/hurriyet-ik/>



SABAH - İK

<https://www.yaprakozer.com/category/arsiv/sabah-gazetesi-ik-arsiv/>

MİLLİYET - İK

<https://www.yaprakozer.com/category/arsiv/milliyet-gazetesi-ik/>



DÜNYA

<https://www.yaprakozer.com/category/arsiv/dunya/page/9/>

COLUMNIST - PRESENT

ANASAYFA EKONOMİ FİNANS GÜNDEM DÜNYA İHRACAT YAZARLAR ÖZEL DOSYA SEKTÖRLER GALERİ

DÜNYA

Yazarlar / Yaprak ÖZER



Yaprak ÖZER
HAYATIN İÇERİĞİ

31 Mayıs 2019 05:00	Aslında bütün mesele doğru bildiğimiz yanlışlarımız
24 Mayıs 2019 05:00	Sanıkta emiş ve deriş, sokakta ifade çözüldü
17 Mayıs 2019 05:00	Önyargı atomdan zor parçalanıyor
10 Mayıs 2019 05:00	Çalışmadan eğit
03 Mayıs 2019 05:00	Yüz Fahişi latıyorum
26 Nisan 2019 05:00	Böyüne için beyin hacklemek
19 Nisan 2019 05:00	İK bildiğiniz gibi, İnsan var, ehelik yok - kaynak yok, İnsan çok, sonuç arpa boyu...
12 Nisan 2019 05:00	Kırım düştü, Bilgemiyorum, eleman yok, yetilgemiyorum! Sorunum ne?
05 Nisan 2019 05:00	10 binde 1 fikir başarıyor
29 Mart 2019 05:00	16 milyon Türk, ehel



Hangi piyasa doğru söylüyor?





SOCIAL MEDIA



YOUTUBE

<http://bit.ly/2VQvydw>



Yaprak Özer

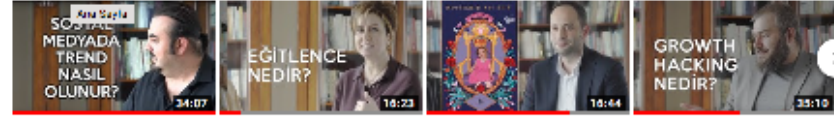
2.587 abone

ANA SAYFA

VİDEOLAR

OYNATMA LİSTELERİ

Dikkatimi Çekenler ▶ TÜMÜNÜ OYNAT



Sosyal Medyada Trend Nasıl Olunur? | Onur Aydın

Yaprak Özer
465 görüntüleme • 5 gün önce

Eğitence Nedir? | Çakırmadan Öğretmek |...

Yaprak Özer
177 görüntüleme • 1 ay önce

Mucizenin Adı Elif | Teacher Collins Sendromu | Emre...

Yaprak Özer
161 görüntüleme • 1 ay önce

Growth Hacking Nedir? | Haydar Özkörmü

Yaprak Özer
120 görüntüleme • 1 ay önce

Kurum Kalibrasyonu ▶ TÜMÜNÜ OYNAT

Ekonomik kriz derinleşirken, sizlerden artan miktarda ilginç sorular alıyorum. Bu sorular anlamlı ve değerli buluyorum. Gelen bildirim ve sepmelere yanıt bulmaya çalışmanın, düzenli olarak sizlere



Şirketler Neden Batıyor? - Gülay Savaş | İçerik Fabrikası

Yaprak Özer
1,1 B görüntüleme • 5 ay önce

Yönetim Formülü: - Gülay Savaş | İçerik Fabrikası

Yaprak Özer
1,3 B görüntüleme • 4 ay önce

Çalışanı Verimli Kullanamıyor, Çümlmesini Bilmiyoruz - Güla...

Yaprak Özer
1,3 B görüntüleme • 4 ay önce

Akıllı Şirket Var mıdır? - Gülay Savaş | İçerik Fabrikası

Yaprak Özer
1,1 B görüntüleme • 3 ay önce

Radarıma Takılanlar ▶ TÜMÜNÜ OYNAT

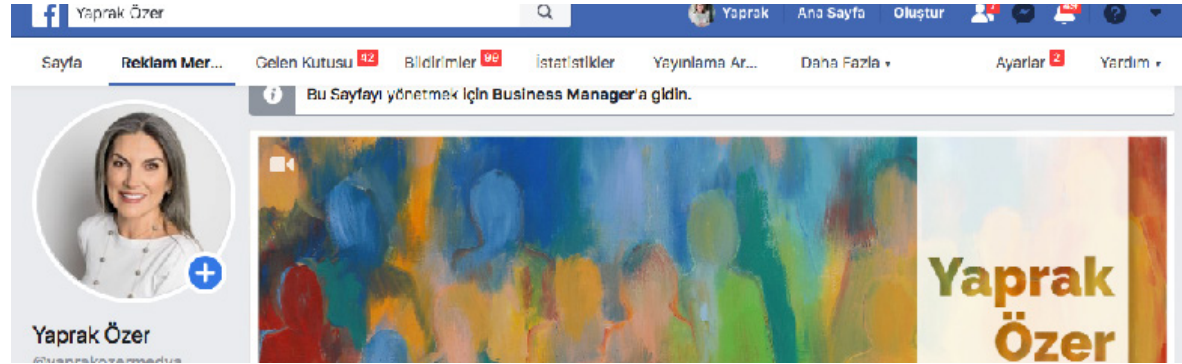




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Facebook



Tweeter





MEDIA

<https://www.indeksiletisim.com/kurumsal/medyada-indeks/>

