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Prof. Desislava Boshnakova, Ph.D. is Chair of the Department of Media and Communication at the New Bulgarian University . She is the author of the books PR-overbs, Political communications 2.0 and The Collective Wisdom: Crowdsourcing, and co-author of The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation. She is a Honorary Member of the Bulgarian Public Relations Association. Prof. Boshnakova has been the Project leader for development of a Code of Ethics for the PR profession, leader of the Bulgarian team for the development of the ISO 20121 global standard for sustainable events and speaker at a number of conferences in the field of communications. She is a translator and publisher of specialised literature in the field of communications. She is a blogger, podcaster, avid TED fan, curator and speaker.