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IESAV – USJ

Masterclass
Yuri Mrakadi



The Naked Truth
Navigating life after university with emotional intelligence and AI

Saturday, **December 5**
10 AM till **5 PM**

USJ 1875 IESAV
Université Saint-Joseph de Beyrouth
Faculté des lettres et des sciences humaines Ramez G. Chagoury
Institut d'études scéniques audiovisuelles et cinématographiques

What happens when life after university stops following the script? Drawing on his own setbacks, successes and reinventions, and on stories of well-known public figures, Yuri Mrakadi guides participants through practical exercises in emotional intelligence: understanding reactions, handling criticism, communicating with clarity and acting under uncertainty. A central focus: facing an AI-driven future with critical thinking and control over one’s own decisions.

Biography

Yuri Mrakadi is an accomplished creative professional with 38 years of experience in audiovisual production, advertising, and music. An award-winning music producer, Executive Creative Director, and bilingual copywriter, he specializes in creative strategy, storytelling, brand development, and multimedia production. He is recognized for his innovative leadership and ability to create impactful campaigns in Arabic, English, and French.

- Language: **English** and **Arabic** (flexible)
- Fees: **50 USD**
- Eligibility: University students and recent graduates seeking to better navigate life’s personal and professional challenges after graduation. No prior knowledge of psychology, communication, or AI is required
- Place: **IESAV**, Human Sciences Campus, Damascus Road
- Submission deadline: **Nov 30** at 12:00 PM (Beirut time)

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Application details in caption