



Words fly, texts remain | Verba volant, scripta manent



He was born on April 11, 1963, in Eskişehir. He completed his primary and secondary education in Bursa, graduating from Bursa Anadolu High School in 1981. He graduated from Istanbul University Faculty of Economics, Department of International Relations in 1985, having been accepted that same year.

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He started working at an early age, with his first job being at the antique section of Çelik Palas Hotel in 1975. It was here that he acquired his first professional habits, such as opening the shop before dawn and closing it around midnight.

JOURNALIST & TRANSLATOR

During his education, he focused on journalism, a profession he was interested in, and worked full-time at THA – Turkish News Agency, Nokta magazine, and Milliyet newspaper during his student years. As a reporter and editor, he wrote for Milliyet Kardeş, Milliyet Çocuk, Günümüzde Kitaplar, İktisat Dergisi, Kapital (Karacan), Capital (Hürriyet), Otomotiv, Macro, Playboy, Image of Turkey, Deniz Magazin, Ekonomist, Flash TV, Kanal E, and Müzik Dergisi. He translated and edited books on IT topics for Alfa Yayınları.

He gained his first radio experience at the Dutch Broadcasting Foundation (NOS), working in their Turkish language service, reporting from Turkey to Turkish-speaking communities across Europe.

He contributed articles, research, and essays to numerous corporate publications such as MICE Magazine, Pietra Magazine, STH Bulletin, and İş Kariyer, and served on their editorial boards. As the founder of www.sanalhabermerkezi.com, he developed Turkey's first and only “brand-specific news agency” concept. As the content provider for this structure, he has written for and continues to write for various media outlets such as Associated Editors International, Aktivido, Outdoor Türkiye, EventNews.com.tr, TiklaDers.com, and Gelecek Yönetim.

He organized workshops on writing press releases. He developed innovative communication products such as MultiMedia Release (MMR) and Video News Release (VNR). By actively using these, he contributed to the understanding of digital journalism.

Anna Pasternak's *The Princess's Love: A Scandal that Shook a Throne*, which tells the sad story of Lady Di, and Roderick Conway Morris's *The Cem Sultan Affair in Ottoman Secret Service Documents (Milliyet) – Cem Sultan: The Exiled Heir (Epsilon)*, and Dankwart A. Rustov's political history study titled *The Forgotten Ally Turkey*, among approximately 200 publications including encyclopedias, children's books, and biographies. He co-authored the *Encyclopedia of Turkish Sports Celebrities* with researcher Ergun Hiçyılmaz.

He won third prize in the Turkey Environmental Issues Foundation (TÇSV) competition with his research titled "Towards the 2000s in Turkey."

EVENT MANAGEMENT | MAN OF THE FIRSTS

In his professional life, he has worked on a wide range of projects, from event management to media relations, for over a thousand brands from different sectors, totaling more than 13,000 projects.

Turkey's first stadium concert (Bryan Adams, 1992), Turkey's first road show designed from A to Z (Jean Karavan), the "greatest adventure" he worked on for 10 years Turkey being the only country to host the Camel Trophy qualifiers twice, Kazakhstan's first national rafting team (Camel White Water Challenge, 1996) trials, Turkey's first open sea speedboat race Class 1, Wall Street street events on behalf of Turkcell, the first Turkish company traded on the NYSE – New York Stock Exchange, The first Formula 1 live broadcasts in Turkey (Cine5 anchor, 1996) and the first hosting (Istanbul Park, 2005), the first International Sea Marathon between Turkey and Greece (2005), Turkey's first and only Eurovision Song Contest, hosted in 2004, e-PR for the first Turkish driver to compete in GP2 (Jason Tahincioglu), the world's most important music festival Woodstock (New York, 1999), and Rock'n Coke (Hezarfen,

2003), considered Turkey's largest music festival and youth event. With the Istanbul Festival Valley project, it established Turkey's largest (240 acres) open-air event venue and hosted the Barışa Rock festival, which drew 70-75 thousand attendees. In Boston (2013), he worked on the Outside the Box city festival and opening show Welcome to Earth, which lasted 30 days, hosted over 200 performances, and was watched by over 800,000 music and art lovers.

He is working on the Istanbul Festival, to which he was invited in the second quarter of 2022. EventNews.com.tr, the industry's leading publication, interviewed him about what he has done and will do for IF22, creating a roadmap for those working or planning to work in this field. When it comes to festivals in Turkey, it is the "longest-running" festival in terms of duration (23 days and 23 nights), the 'largest' festival in terms of venue size (120 acres), and the "richest line-up" with 48 artists. the "most unusual backstage" with a 400 m² indoor space featuring trees, the "disability-friendly" festival with an international-standard disabled platform, and the "largest active LED usage" with a 354 m² LED-covered stage.

He has been continuing his work in event planning and management since 2000 with EMT – Event Management Team Inc., which he founded, working as an event manager in Turkey and around the world.

OUTDOOR ENTHUSIAST | NATURE LOVER

An experienced professional who has worked for years in the most challenging natural conditions, organizing events and setting up camps in the most rugged terrains, from Borneo, the world's second-largest rainforest, to the Serengeti, Africa's vast plains, from the Sahara, the world's largest desert, to Mount Kinabalu, one of the world's ten highest mountains. An experienced professional who has worked for years on

events held in the most challenging natural conditions, such as the Camel Trophy and White Water Challenge. He is an avid whitewater rafter and also serves as an executive at the Turkish Rafting Federation.

He worked on event planning and management for Turkey's first outdoor fair, Outdoor Fest (2019), and Nature Talks (2020), where he participated as a guest speaker. He added value to the project until the event was canceled due to the increase in pandemic cases.

He realized his dream of bringing children and nature together in a corporate sense in 2018 with the Terra Nova Camp™ project. With this program, he launched an alternative education program for preschoolers (2-6), children (7-10), and young individuals (11-17) where they can learn while having fun and have fun while learning. In this field, ranging from acquiring ecological knowledge to gaining outdoor skills, he organized daily and weekly activities aimed at discovering nature and developing basic outdoor skills, and conducted countless workshops.

With the APV – **Agriculture | Permaculture | Vermiculture** brand, which he added to his life as a “Plan B,” he established a company where he developed an advanced innovation example: a mobile worm farm. Produced organic fertilizer using *Eisenia Fetida* earthworms. Met with producers to discuss the steps that need to be taken and monitored on the path to sustainability in agriculture, and held seminars for cooperative members.

He developed vermiculture entrepreneurship and investment training programs for adults with APV Academy™. Under the APV Kidz School™ brand, he organized Turkey's first educational programs for Early Childhood Years on vermiculture and permaculture, aimed at helping children learn about and love nature. It carried out year-long projects for schools on environmental issues dominated by sustainability, always teaching outdoors. In its journey of preschool or early childhood education, it contributed to La Fontaine Masal Evi (La Fontaine Fairy Tale

House) becoming a Green Flag holder, along with Merhaba Dünya (Hello World), YOL - Be With Me, EYE - Early Years Education (Helen Doron), AKD - American Cultural Association, MIA (Reggio Emilia) Ataşehir & Emirgan kindergartens, where she taught her own 1/101 Ecology course, which became a brand over time.

LECTURER & YOUTH COACH

Between 2010 and 2012, she worked as an educator at Akademi Istanbul, teaching News and News Writing Techniques, New Media: Internet and Mobile Communication, and Event Management in Public Relations. At Izmir University of Economics Faculty of Communication, he served as an educator between 2011 and 2014, primarily in Event Management (PRA417), Media Relations (PRA305), PR & Copywriting (PRA306), and Public Relations (PRA307). PR & Copywriting Studio | Public Relations and Copywriting Studio (PRA304) and Presentation Skills in Communication (PRA100) From 2017 to 2020, he was an instructor at Kadir Has University's Faculty of Communication, teaching Event Management in Public Relations (PR220). He then taught Event Management (PRP335) and Sustainability (COMM106) courses at Yeditepe University's Faculty of Communication.

He is currently preparing Turkish training modules for Saint Peter's College, based in London, which provides professional competency training, a role he began in 2022.

By the coaching training and educator identity he received from Livcon Learning Academy, based in London, she continues her work today, focusing on youth issues and parent-child relationships. She renews herself through her work as both an educator and a student at Mentor Academy.

He provides project consultancy with examples from the Istanbul Festival, where she is the Event Director, for a student in the International Leisure

and Event Management department at Breda University of Applied Sciences in the Netherlands.

For AkademUS, which operates under the motto “Transformation of Corporate Mind,” she has offered corporate consulting services as well as various project-based studies and solutions that raise awareness, primarily through training for professionals.

Crowia, an innovative e-learning platform offering comprehensive LMS (Learning Management System) solutions to meet corporate training and development needs, continues its video-tablet training initiatives.

AUTHOR & SPEAKER

Hakan Türkküsu, in the conference and training series titled “I Learned | I Lived | I Told,” addressed media with “Genes are changing in the media, journalism is evolving,” events with “Events are just like people: They Are Born | They Grow | They Die“ on event management, and “Understanding Social Media: There Was No Facebook Before, These Places Were All Fig Orchards” on communication.

Given his affinity for media, during the first year of the pandemic, he shared his insights and experiences on his Instagram program Event Talks, where he “talked to himself” every 14 days, challenging conventions while also working and learning.

He shares basic outdoor knowledge through his YouTube channel. He participates as a guest speaker at events, conferences, and meetings themed around #events, #innovation, #entrepreneurship, #nature, #life, #discovery trips, #career, #networking, and #media. He provides training focused on writing CVs suitable for today's business world and corporate motivation.

In addition to over 200 book translations, he also has copyrighted works.

During his years teaching at Izmir University of Economics, while reviewing his lecture notes to evaluate waiting times at airports, he came up with the book *5N1K ile Etkinlik Yönetimi | Event Management via*



SW1H. It offered different perspectives based on experience, especially for those who are not satisfied with just the theory of brand communication and event management. It was the “first” book in this field focused on practical application, and it remains

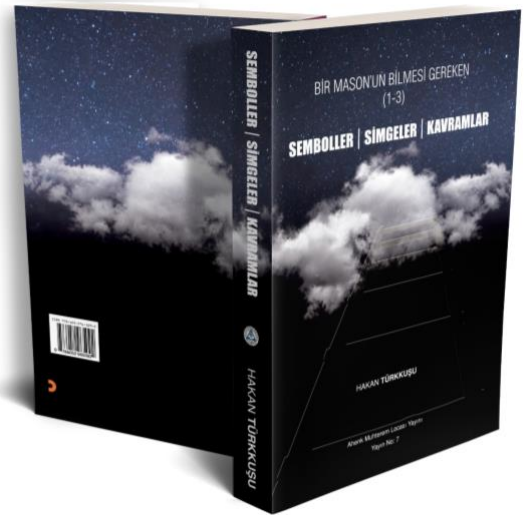
the “only” book for professionals even today...

It was accepted as a textbook in the joint certificate program of Boğaziçi University & Boogy Academy, as well as many other universities and higher education institutions.

Gazi Kitabevi, October 2012 ISBN 978-605-4562-94-7

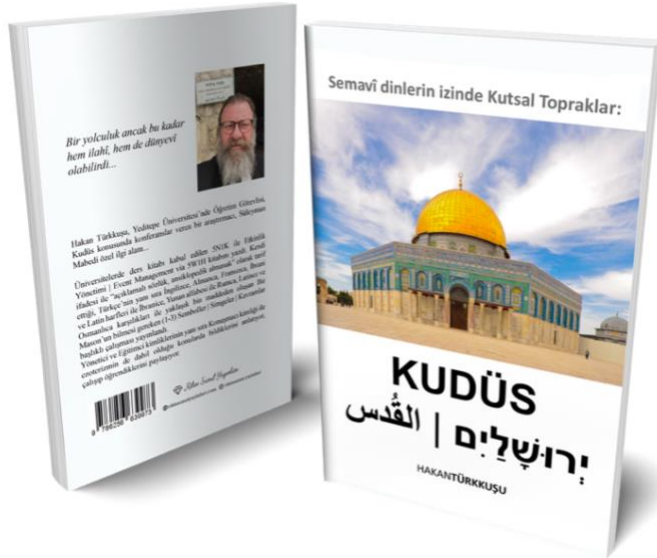
He collaborated with Ömer Şahinbaş, founder of Direklerarası Seyircileri, on a booklet project detailing the preparations and practical aspects of organizing a theater festival. He contributed to Turkish theater with *The Handbook for a Theater Festival*, shared as an e-book in 2018.

He has always been interested in the esoteric world and especially Freemasonry. He has compiled a “dictionary with explanations, an encyclopedic almanac” in this field, adding terminology to Turkish in English, German, French, Greek alphabet with Greek (Rumca), Hebrew, and Latin alphabets, along with their Hebrew, Latin, and Ottoman Turkish equivalents.



Cinius Publications, December 2017 ISBN 978-605-296-509-2

He edited the books Geometri 10 and Geometri 20 and contributed articles to them.



He then published his work titled Semavî dinlerin izinde Kutsal Topraklar: Kudüs | Following the Heavenly Religions to The Holy Land: Jerusalem, which he had presented dozens of times at universities and civil society organizations both in Turkey and abroad, and the book of the same name was published

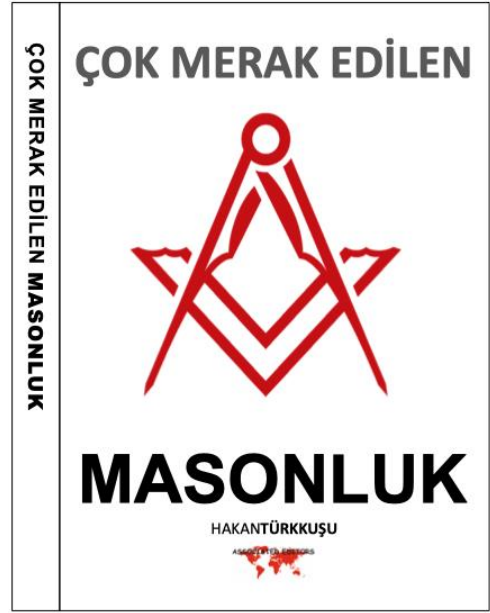
and received great interest.

Rhythm Art Publications, May 2024, ISBN 978-625-7862-29-5

In the same year, another book was published that was extraordinary even for Freemasons and served as a roadmap for non-Freemasons... Designed and published as an e-book in line with the motto “It contains the answers

to questions you have about Freemasonry, even those that never crossed your mind!” and the concept of sustainability, the much-anticipated Freemasonry: breaks the mold with its sections on Diversity, Colorfulness, Difference, Richness, Symbolism, Library, Awareness, Ritual, Humanity, and Contrast...

Written as articles by Hakan Türkküsu and published in its first edition as 10 chapters, the work meets readers through Shopier under the [Associated Editors International](#) brand.



In our country, where dozens of Masonic structures have appeared since the Ottoman Empire, it pioneered another first by translating the ancient Egyptian-origin Mizraim Rite from Italian into Turkish for the first time and adapting it to the terminology of the profession, along with the rituals of the Apprentice-Journeyman-Master degrees...

LIONS & LEADERSHIP

A member of Lions Clubs International | International Lions Clubs, one of the world's most widespread civil society organizations, for over 30 years (since March 1989), and president of the Etiler Lions Club for the 2020-2021 and 2021-2022 terms, which is also celebrating its 50th anniversary in our country.

Invited to the Lions Academy due to his success in service work, he completed the “Future Lion Leader” training. He served for many years as an educator for the 118-T Federation and MD118 Confederation in training programs aimed at preparing candidates for membership and educating young Lions.

During his first term as Lions Club president in the 2000-2001 Service Period, he won the “Hundred Percent Excellent President” award, considered the highest achievement by Lions Clubs International. During his second term as president in the 2019-2020 Service Period, he was honored with the International President Award medal, the second highest level of commendation. During the 2020-2021 Service Period, the Etiler Lions Club was named “first in service” and was awarded 14 separate awards, including the Fahrettin Kerim Gökay Service Volunteer plaque, the highest award of Turkish Lions.

To convey the understanding of excellence of Samim As, the 1988-1989 Service Year Council President and valued member of the Etiler Lions Club and Turkish Lions, and to keep his name alive, the Lion Samim As Excellence Award project was launched. Briefly referred to as #LSAMÖ, the program has been giving back to the community since 2020.

In the Lions New Voices program, he was selected as one of Turkey's top 6 Lions in the field of Leadership and was awarded the title of “New Voice” by Lions International. He received certificates of appreciation for his contributions to Lions Quest, Lions Forward, GAT – GMT | Global Membership Team, as well as TLV – Turkish Lions Foundation and LCIF – Lions Clubs International Foundation. He also won the Club Excellence award for the first time for the Etiler Lions Club as part of its 50th anniversary. >>> For more about my Lions life: <https://turkkusu.com/lions>

HOBBIES | INTERESTS (in alphabetical order)

Cycling > RDB and MTB (Trek)

DataBase > Relational database design (i-Desk)

Ski > domestic and international expeditions

Lions > LCI, MD118, 118-T, Lions Academy and Etiler LC

Mobile > Road-show trucks and special purpose vehicle (wc etc.) designs

Kitchen > BBQ, oven, cookware and pastries, camp kitchen

Offroad > 4x4 and 6x6 driving, winch techniques

Outdoor > camping, hiking and trekking

Rafting > domestic and international projects - TÜRKAF

SCUBA > PADI AOW + PADI Rescue

Radio > HAM - TRAC

Climbing > bare hand rock climbing, bouldering

Sailing > tall ship (giant sailboats with at least 3 masts)

MORE ABOUT ME...

You can learn more about me on my website, blogs and social media accounts:

<https://turkkusu.com>

<https://linktr.ee/turkkusu>

<https://x.com/turkkusu> (Twitter)

<https://turkkusu.wordpress.com>

<https://soundcloud.com/turkkusu>

<https://www.youtube.com/turkkusu>

<https://www.slideshare.net/turkkusu>

<https://www.threads.net/@turkkusu>

<https://www.instagram.com/turkkusu>

<https://substack.com/@HakanTurkkusu>

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<https://www.tikladers.com/profile/hakan/profile>

<http://blog.Aktivido.com/yazarlar/Hakan-Turkkusu>

https://www.ResearchGate.net/profile/Hakan_Turkkusu

<https://www.EventNews.com.tr/yazar/Hakan-Turkkusu/>

<https://orcid.org/my-orcid?orcid=0000-0002-0817-4027>

<https://www.OutdoorTurkiye.com.tr/uye/172-Hakan-Turkkusu>

<https://scholar.google.com/citations?user=2tCm4NIAAAAJ&hl=en&authuser=1>