



## AI Search: How to Be Among the Chosen Ones?

Hosted by ExcellCity Project



### DATE

18 November 2025



### TIME

11:00 AM



### FORMAT

Online Webinar via **Zoom**



On **18 November 2025**, the **ExcellCity** project successfully held the webinar

**“AI Search: How to Be Among the Chosen Ones?”**, delivered by **Elitsa Stoilova** – Co-founder and CEO of **Umni.bg**.

### Webinar Highlights

- ✓ How AI search works and reshapes digital visibility
- ✓ Strategies to stay visible in AI-driven results
- ✓ Optimizing content for AI search engines
- ✓ Using chatbots for automation, customer service, and sales

### About the Speaker

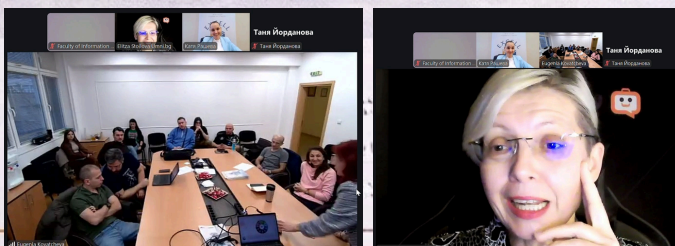


#### Elitsa Stoilova

is Co-founder and CEO of **Umni.bg** and a Certified AEO Specialist, expert in optimizing digital presence for AI search engines.

### Event Impact

The webinar attracted strong interest among students and external guests, offering practical knowledge on AI search, digital optimization, and automation tools for modern businesses.



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