




How to Market your Product

2 Days Training Workshop

 3rd & 4th of January, 2018

 7:00pm-9:00pm

 InterContinental Regency Hotel

Khalid AlQoud

International Speaker, Consultant

Don't miss the Workshop!

If you are a Marketing Manager or Director, Brand Manager, Sales Manager or Director, Business Development Manager or Director, or Business Owners. Register today!

About The Workshop

If you join us there will be no need to resort to traditional marketing. You may not have a budget large enough to hire a PR agency or pay television networks, magazines and radio stations. However, it is time to start driving traffic to your store and making sales. Whether you're still trying to get your first sale, or you've been at a while, it's always good to find more ways to promote your business.

Key Benefits & Objectives


- Identify core concepts of marketing and the role of marketing in business and society.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.

Investment Includes

- Key notes from workshop
- Leadership Booklet by international author
- Participant Manual
- Participant Certificate
- Morning & Evening Snacks, Tea and Lunch

For more information:

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Organized by:



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