



Advance your career...
Achieve your goals...

ISM 2019 PUBLIC TRAINING CALENDAR

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MARKETING COURSES - 2019

Course Title	Duration	Location	Standard Price	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Digital Marketing Essentials	2 Days	Dubai	AED 5,040	29 - 30			22 - 23			28 - 29				12 - 13	
Content Marketing	1 Day	Dubai	AED 2,100	31			24							14	
Cyber Security	1 Day	Dubai	AED 2,100						27						
LinkedIn Leaders	1 Day	Dubai	AED 2,100						26						
Online Reputation	1 Day	Dubai	AED 2,100		28			21				17			
Social Media Marketing	2 Days	Dubai	AED 5,040		26 - 27			19 - 20				15 - 16			
Video Marketing & Vlogging	1 Day	Dubai	AED 2,100				25			30					

MANAGEMENT COURSES - 2019

Course Title	Duration	Location	Standard Price	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Coaching for Workplace Leaders	3 Days	Dubai	AED 7,140									8 - 10			
Effective Communication Skills	2 Days	Dubai	AED 5,040			17 - 18					19 - 20				
Effective Decision Making and Creative Problem Solving	2 Days	Dubai	AED 5,040					29 - 30							
Emotional Intelligence in the Workplace	2 Days	Dubai	AED 5,040											27 - 28	
Employee Engagement	1 Day	Dubai	AED 2,100		10					21					18
Human Resources Management Skills	3 Days	Dubai	AED 7,140	22 - 24									20 - 22		
Improving Interviewing Skills	2 Days	Dubai	AED 5,040		24 - 25									20 - 21	
Finance for Non-Financial Managers	3 Days	Dubai	AED 7,140		19 - 21							22 - 24		24 - 26	
Powerful Leadership & Management	3 Days	Dubai	AED 7,140			10 - 12									
Professional PA & Admin Skills	2 Days	Dubai	AED 5,040				17 - 18						29 - 30		
Strategic Thinking and Planning	2 Days	Dubai	AED 5,040			27 - 28									
Train The Trainer	3 Days	Dubai	AED 7,140			19 - 21					25 - 27		15 - 17		

SALES COURSES - 2019

Course Title	Duration	Location	Standard Price	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Advanced Negotiation Skills	2 Days	Dubai	AED 5,040					26 - 27							15 - 16
Advanced Presentation Skills	2 Days	Dubai	AED 5,040						24 - 25						10 - 11
Advanced Selling Skills	2 Days	Dubai	AED 5,040	27 - 28			29 - 30					11 - 12			
Art of Negotiation	2 Days	Dubai	AED 5,040			13 - 14							23 - 24		
Assertiveness Skills	1 Day	Dubai	AED 2,100	21					23						
Customer Service Excellence	2 Days	Dubai	AED 5,040			24 - 25				24 - 25					
Foundation of Sales	2 Days	Dubai	AED 5,040		17 - 18					14 - 15					
Impactful Presentation Skills	3 Days	Dubai	AED 7,140				14 - 16						8 - 10		
Maximising and Managing Key Accounts	3 Days	Dubai	AED 7,140											17 - 19	
Sales for Non-Sales People	2 Days	Dubai	AED 5,040								21 - 22				
Time and Stress Management	2 Days	Dubai	AED 5,040				10 - 11				28 - 29				

These courses can also be offer as custom tailored In-House training
minimum of 7 and maximum of 20 delegates
Standard Price: Dhs 15,000/-day (negotiable)

1 day = 2,000 + 5% VAT 100
2 days = 4,800 + 5% VAT 240
3 days = 6,800 + 5% VAT 340