

Project Marketing



#project

1

Tage

7

PDU's¹

8

QHs²

E15

Webcode

This training is only available as inhouse training.

The success of your project depends to a large degree on how well you can communicate your goals and results, and on being able to dispel concerns and criticism immediately. In this training you will learn how you can communicate the benefits of your project and increase its acceptance with the right mix of marketing measures, tailored to each target group.

What you will learn

- > Defining target groups
- > Identifying messages and benefits for each target group
- > Forming an identity for a project (project name, ground rules, etc.)
- > Setting up target groups – specific marketing messages
- > Setting up a schedule for project marketing activities
- > Planning resources and costs

Duration

1 day equals 7 PDUs (Professional Development Units for the re-certification according to PMI[®])
equals 8 QHs (Qualifying Training Hours for the re-certification according to IPMA[®])

Please contact us for more information or a free quote.

Dates:

Fine print:

You can read the general terms and conditions for the inter-company events of the next level academy here:

www.nextlevelconsulting.com/en/our-services/training-and-development/general-terms-and-conditions/

→ *Any questions?*

We look forward to hearing from you.

next level academy GmbH

AT +43 1 4780660-0

DE +49 228 28926-0

academy@nextlevelconsulting.com