Garnet
Garnet Global Training Center

GGT-MK-123

Marketing, Sales & Communication

Customer Journey Mapping

رسم رحلة العميل

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Customer Journey Mapping turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Customer Journey Mapping to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Customer Journey Mapping: principles and standards

- Brand and positioning
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Digital channels and content
- Sales process and negotiation

Day 3 Diagnosis and problem solving

- Measurement and ROI
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Media and stakeholder communication
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Customer Journey Mapping: principles and standards

- Brand and positioning
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Digital channels and content
- Sales process and negotiation

Day 3 Diagnosis and problem solving

- Measurement and ROI
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Media and stakeholder communication
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Customer insight and segmentation
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
10–14 Jan 2027	5-day classroom	Riyadh	Arabic	4,750
1–5 Feb 2027	5-day online	Live online	English	2,950
2–13 May 2027	10-day classroom	Manama	English	8,950
7–11 Jun 2027	5-day classroom	Abu Dhabi	English	4,750
13–24 Mar 2028	10-day classroom	Amsterdam	English	8,950
10–14 Apr 2028	5-day classroom	London	English	4,750
10–21 Jul 2028	10-day online	Live online	English	5,450
21–25 Aug 2028	5-day classroom	Abu Dhabi	Arabic	4,750
8–12 Jan 2029	5-day classroom	Kuala Lumpur	English	4,750

Dates	Format	City	Language	Fee (USD)
10–14 Sep 2029	5-day online	Live online	English	2,950
8–12 Oct 2029	5-day classroom	Amsterdam	English	4,750
10–21 Dec 2029	10-day classroom	Geneva	English	8,950
11–22 Feb 2030	10-day classroom	Paris	English	8,950
8–19 Jul 2030	10-day online	Live online	Arabic	5,450
2–6 Sep 2030	5-day classroom	Dubai	Arabic	4,750
14–18 Oct 2030	5-day classroom	Barcelona	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/