Garnet
Garnet Global Training Center

GGT-MK-134

Marketing, Sales & Communication

Marketing for Training Providers

التسويق لمراكز التدريب

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

Overview

Participants in Marketing for Training Providers practise the methods, tools and standards they need to perform reliably and solve problems on the job. 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 Marketing for Training Providers to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

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

WhatsApp: +971 56 674 7382

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 Marketing for Training Providers: principles and standards

- Digital channels and content
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Brand and positioning
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Marketing for Training Providers: principles and standards

- Digital channels and content
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Sales process and negotiation
- Measurement and ROI

Day 3 Diagnosis and problem solving

- Media and stakeholder communication
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Customer insight and segmentation
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Brand and positioning
- 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)
8–19 Feb 2027	10-day classroom	Abu Dhabi	English	8,950
15–19 Mar 2027	5-day classroom	Geneva	English	4,750
10–14 May 2027	5-day classroom	Dubai	English	4,750
20–24 Sep 2027	5-day online	Live online	English	2,950
17–28 Jan 2028	10-day online	Live online	English	5,450
9–13 Apr 2028	5-day classroom	Doha	English	4,750
1–12 May 2028	10-day classroom	Paris	English	8,950
17–21 Jul 2028	5-day classroom	Amsterdam	English	4,750
19–23 Feb 2029	5-day classroom	Abu Dhabi	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
19–30 Mar 2029	10-day classroom	Vienna	English	8,950
6–10 Aug 2029	5-day online	Live online	Arabic	2,950
12–16 Nov 2029	5-day classroom	Dubai	English	4,750
14–18 Apr 2030	5-day classroom	Kuwait City	Arabic	4,750
7–11 Oct 2030	5-day classroom	Dubai	English	4,750
18–29 Nov 2030	10-day classroom	Casablanca	Arabic	8,950
16–27 Dec 2030	10-day online	Live online	English	5,450

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