



Digital Marketing & Social Media: Practical Workshop

Administration, Communication & Customer Service

QGT-ADM-143 | Practical workshop | 5 or 10 days | Online, classroom, in-house

Course overview

Digital Marketing & Social Media: Practical Workshop is a hands-on workshop built around exercises and real site problems in Digital Marketing & Social Media. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Digital Marketing & Social Media
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams who want practice rather than theory.

Course outline (5 days)

Day 1: Workshop briefing and baseline

Participants bring a real problem from their own site

Day 2: Guided practice 1

Hands-on exercises using templates, checklists and calculators

Day 3: Guided practice 2

Simulations and role-play based on Digital Marketing & Social Media scenarios

Day 4: Field cases from the Gulf and Africa

Analysing what went wrong and what worked

Day 5: Action plan and peer review

Each participant leaves with a reviewed improvement plan

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
1–5 Feb 2027	Tunis	Classroom	5 days	\$5,500
22 Mar – 2 Apr 2027	Brussels	Classroom	10 days	\$9,900
3–7 May 2027	Luanda	Classroom	5 days	\$5,500
23 May – 3 Jun 2027	Jeddah	Classroom	10 days	\$9,900
16–20 Aug 2027	Online (live)	Online (live)	5 days	\$3,000
31 Jan – 4 Feb 2028	Rome	Classroom	5 days	\$5,500
6–17 Feb 2028	Kuwait City	Classroom	10 days	\$9,900
21–25 May 2028	Doha	Classroom	5 days	\$5,500
21 Aug – 1 Sep 2028	Tunis	Classroom	10 days	\$9,900
2–6 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
11–15 Feb 2029	Doha	Classroom	5 days	\$5,500
16–27 Apr 2029	Toronto	Classroom	10 days	\$9,900
1–5 Jul 2029	Algiers	Classroom	5 days	\$5,500
17–28 Sep 2029	Cape Town	Classroom	10 days	\$9,900
3–7 Dec 2029	Online (live)	Online (live)	5 days	\$3,000
4–8 Mar 2030	Zurich	Classroom	5 days	\$5,500
17–28 Jun 2030	Kuala Lumpur	Classroom	10 days	\$9,900
9–13 Sep 2030	Tbilisi	Classroom	5 days	\$5,500
10–21 Nov 2030	Erbil	Classroom	10 days	\$9,900
18–22 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/digital-marketing-and-social-media-practical-workshop/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

