

Advanced Workshops in Market Leadership & Marketing
Strategies Interactive

Cairo (Egypt)

5 - 9 October 2025

UK Training

PARTNER



Advanced Workshops in Market Leadership & Marketing Strategies Interactive

Code: CC28 From: 5 - 9 October 2025 City: Cairo (Egypt) Fees: 3300 Pound

Introduction

In today's rapidly evolving business environment, creating effective marketing plans and strategies is more complex than ever before. Organizations must adapt quickly and innovate to maintain their competitive edge in a world increasingly shaped by interactive devices, digital platforms, and social media. This course is designed to provide participants with a deep understanding of key marketing principles, tools, and strategies used by industry leaders. By the end of the course, participants will acquire the knowledge and skills necessary to excel in an ever-changing business landscape.

Course Objectives

- Engage with consumers on social media to boost brand awareness.
- Analyze market trends and propose strategic adjustments.
- Effectively communicate with target audiences and manage customer relationships.
- Integrate industry best practices to maintain a competitive advantage.
- Develop and expand marketing platforms to uncover new growth opportunities.
- Assess ROI and track key performance metrics.

Course Outlines

Day 1: Foundations of Marketing Leadership & Communication

- Marketing Communication Principles and Best Practices.
- Building Your Position as a Market Leader.
- Customer Relationship Management.

Day 2: Crafting and Executing a Winning Marketing Strategy

- Key Elements of a Successful Marketing Strategy.
- Leveraging Data and Analytics for Decision-Making.

Day 3: Leveraging Social Media and Influencer Marketing

- Social Media Marketing to Expand Market Share.
- Influencer Marketing and Strategic Partnerships.

Day 4: Developing Global Marketing Strategies and Brand Management

- Global Marketing Strategies.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

- Brand Management and Reputation.

Day 5: Leading Marketing Teams and Future Trends in Marketing

- The Roles and Responsibilities of Effective Marketing Leaders.
- Emerging Trends in Marketing.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Elevation

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

