

MINDSHIFT

for a Mind Shift



TRAINING PROPOSAL

SOCIAL MEDIA MARKETING MASTERCLASS

Course Description:

Social media marketers are an organization's direct connection to customers. Social media has dramatically changed the game by allowing businesses to directly engage with their customers. In this masterclass, discover how to leverage social media in your overall marketing strategy, align your business goals with social media goals, and learn best practices for helping you successfully connect with clients and customers.

Target Audience:

- SME Owners
- Business Development Managers, business managers
- Social Media Marketers
- Entrepreneurs
- Professionals in-charge of developing and/or implementing a social media for their organization
- Professionals interested in a career shift to social media

Course Objective:

- **Learn** the foundational skills of social media
- **Utilize** social media tools and solutions to achieve your organizational goals, failure stories and best practices to learn from
- **Discover** how to leverage social media in your overall marketing strategy and how to advertise on social platforms and measure its effectiveness.

Course Outline

- Module 1. Decision Making in Social Media
- Module 2. Social Media Strategies
- Module 3. Content Marketing for Social Media
- Module 4. Campaign Implementation & Paid Ads
- Module 5. Community Management
- Module 6. Analytics & Reporting
- Module 7. Social Media Tools
- Module 8. LinkedIn for Professionals
- Module 9. Social Media Career Development & Job Hunting in the UAE

LinkedIn for Professionals

Course Description:

The Nuts and Bolts of LinkedIn that enables professionals to measure, pivot, and get a better KPI, ROI starting from one week time.

Training and content are designed and delivered by Anas Almarie; a practitioner and social media strategist rated as the No.1 Independent LinkedIn Trainer in MENA region.

This course will cover LinkedIn as a platform from A-Z, there're 600+ Million registered users on LinkedIn, 80% of them are not using it effectively; to save their time and grow themselves and their businesses

You'll be provided with the mindset and tools to become a skillful professional user of LinkedIn for your own needs and benefits in parallel to your organisation needs. You'll learn how to do more in less time on LinkedIn, since social media apps and platforms can suck up a lot of your time especially at work.

Target Audience:

- CXOs
- SME Owners
- Business Development Managers, business managers
- Social Media Marketers
- Entrepreneurs
- Professionals interested in a career shift to social media

Course Objective:

Top performing managers are harnessing the power of the LinkedIn platform, you can tap into an expansive network of professionals, companies, and groups in your industry and beyond. In this course, you'll discover how to make the most of your LinkedIn account. Follow Anas Almarie as he explains how to build a stellar LinkedIn profile, he'll share his secret sauce on how he got hired for multiple projects, and shares how to expand your network, develop your career and get promoted, join beneficial groups, share updates that matters and attract others to engage, and contribute your own thought leadership. Plus, Anas explores privacy settings and account types, and shows how to archive your data. Upon wrapping up this course, you'll have the tools you need to grow your business & career by leveraging LinkedIn.

Course Outline

1. Advanced LinkedIn Profile Optimising
2. Building a powerful LinkedIn network
3. Effective Networking Strategy & Techniques
4. LinkedIn Content Strategy – Personal + Business
5. Company Profile Optimisation on LinkedIn
6. Employer Branding on LinkedIn
7. LinkedIn Business Solutions: Talent, Marketing, Sales & Learning
8. Organic vs. Paid Lead Generation
9. LinkedIn Apps, iOS and Android
10. LinkedIn Analytics & Metrics for Company & Personal Profiles
11. LinkedIn Groups, how to make the most of?
12. Manage Your LinkedIn Profile
13. The Ultimate Guide to Detect & Tackle Scam on LinkedIn
14. Q&A

Total number of days

- 2 days for combined training

ABOUT THE TRAINER



Anas Almarie specialise in governments and corporates social media & digital communication training at PwC's Academy - Middle East, in parallel he is the Director of Social Media Solutions & Training specialising in social media & digital solutions at UAE-based Social Station - an official LinkedIn partner. He is an executive and founding member of the Arab Social & Digital Media Council since 2016, he also Co-hosts the weekly live show #HRMEChat in affiliation with SHRM - MEA.

Additionally, Almarie was awarded by Dubai Internet City, 2015 in the smart city app hackathon. He is also the founder of MENA Social Media Awards, Almarie currently judge's and acts as chair across 6 regional & international awards: International Business Excellence Awards, Gulf Customer Experience Awards, Gulf Real Estate Awards, Gulf Digital Experience Awards, Gulf Employee Experience Awards, and Gulf Sustainability & CSR Awards.

In pan-Arab media, currently, Almarie is a TV & media guest, author, and keynote speaker across Asia, Middle East and Africa, and an adjunct faculty at SP Jain Global Management School, Industry advisory board, and a former lecturer at the University of Sharjah – Engineering School. He is also an active member at Social Media Club and Toastmasters International. A keynote speaker on Social Media, Content Strategies, and Career Development.

Almarie is working closely with an international partner of Facebook®, Instagram®, Twitter®, and Snapchat®.

Trainer

- Anas Almarie (www.anasalmarie.com)
- Portfolio: <https://d.pr/f/XHCt3R>
- [in]: <https://www.linkedin.com/in/anasalmarie/>
- Portrait: <http://bit.ly/AnasAlmariePP>

Biography: <https://d.pr/krQear>

Training Methodology

MINDSHIFT TRAINING METHODOLOGY

In facilitating our training, we use the adult/professional interactive learning approach. The delegates will be led through a series of discussions, practical exercises, case-studies, video sessions and role-plays.

TESTING & CERTIFICATION METHODOLOGY

- Administering Pre-Post Test Assessment to assess the participants learning outcomes.
- Certificate of Completion will be provided after successfully attending the training session.

ONLINE – LIVE SESSION

Learn from the comfort of your home with the same tutors delivering the same quality lectures.

TRAINING FEES INCLUDE

- Facilitation and Training Fees
- Providing each delegate with an easy-to-use reference manual
- Providing an experienced and skilled Training Instructor
- Completion certificate for each participant

PAYMENT TERMS

- 100% prior to the training (by cash/cheque or credit card)

CANCELLATION POLICY

In case of cancellation by the Client, our non-refundable fees will be as follows:

- 10 days before training date – 50 % of the Training Fees
- 2 days or less before training start date – 100 % of the Training Fees
- Replacement or substitute of Participant is welcome anytime

About MindShift

MindShift Training & Consulting is an innovative **Business Consultancy** and **Corporate Training** firm set up in Dubai, UAE. **MindShift** is globally present and provides world-class services through its representative offices in **UAE, Lebanon, KSA, Qatar, Oman, Jordan, Iraq, UK, Italy & Canada.**

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Our Commitment

- Identify your business necessities and development needs
- Design and implement state-of-the-art training programs and consulting services

Partnerships and Accreditations



Northwest is a UK based training company with a long standing industry for over 20 years. Northwest and Mish signed a partnership agreement in June 2015.



HABC UK is an international leading awarding organization for compliance qualifications and apprenticeships.



All project management courses are reviewed by PMO, Project Management Office, which was established in Canada 14 years ago. www.pmo.it



The Knowledge and Human Development Authority (KHDA) is responsible for the growth and quality of education in Dubai. They support Education bodies to create a high-quality education sector focused on happiness and wellbeing.