



take a bold step towards **CAPACITY BUILDING**



Capacity Building

Activities that assist a company in carrying out its objective and sustaining itself in a rapidly evolving business environment.

Hi, I'm Ali.

I help companies and teams gain a competitive advantage through workshops focused on *capacity building*, and aimed at **driving results.**





I have over 18 years of experience working in marketing and advertising, and 10+ years of experience as a mentor and speaker.

I am currently based in Cambodia and I focus on driving growth to brands from the inside out, by creating custom-made workshops for their marketing, brand, social media teams and management teams.

How corporate training and workshops could help your business

Increased Performance

Employees who have received sufficient training see improved skills, greater competency and increased confidence in their abilities.

Increased Productivity

Companies that invest in corporate training have 37% higher productivity than those that don't.

Improved Morale & Motivation

65% of employees say that training and development positively affects their attitude.

Increased Employee Retention

The provision of corporate training has a direct impact on employee retention and can reduce the costs of recruitment.

Better Leadership & Decision Making

Leadership training works to improve the skills of managers and senior level staff, resulting in better decision making and informed strategies.

Improved Company Reputation

Companies who invest in training and development are attractive to ambitious candidates who seek to improve their skills.

Increased Innovation

Continuous training and up skilling of employees can encourage the circulation of new ideas, collaboration and creativity and result in increased innovation.

Increased Revenue

Companies that invest in training have 21% higher income per employee.



Services

Workshops

Team trainings covering various topics in marketing, advertising, social media, branding and everything in between.

One-on-one consultancy

If you're a senior manager looking to consult on marketing activities, we can set aside time to go over plans and strategies that work best and can drive results.

Bespoke training

Whether you're a big or small company, I can create customized training and workshop sessions for your teams based on specific needs you may have.



Past Experience

Over the last 10 years, I have conducted various workshops and spoken at a number of seminars about a range topics within the digital and social media marketing realm.

In Cambodia, I am work with corporate teams to build capacity through tailor-made workshops and learning programs.



Previous Speaking Engagements

دبي للمشاريع الناشئة
DUBAI STARTUP HUB
AN INITIATIVE OF DUBAI CHAMBER OF COMMERCE & INDUSTRY

SOCIAL MEDIA WEEK
A PROPERTY OF
ADWEEK

Startup
Haus
Cairo
by enact

500

step CONFERENCE

دبي الرقمية
DIGITAL DUBAI

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Workshops & Training Courses

I am available for both quick workshops that last a day or less, or a series of workshops over a number of days that cover a much broader topic.

The next few slides provide details about the various workshops I offer.

Brand Workshops

These workshops help your team take your brand to the next level and beyond.



B01/Complete Brand Strategy

You will learn how to conceptualize and create a well-defined and executed brand strategy that affects all aspects of your business and is directly connected to consumer needs, emotions, and competitive environments.

Duration: 8 Hours (Full Day)

B02/Building Brand Consistency

How to keep your brand messaging in line with the brand identity, values, and strategy over time? With this workshop, you can be sure that your target audience is being exposed to consistent core messages, visual branding, and other brand elements repeatedly.

Duration: 4 Hours (Half-Day)

B03/Creating Brand Love

How to build a unique and memorable brand that stands out to consumers, not blends in with your competitor.

Duration: 4 Hours (Half-Day)



Marketing Workshops

Workshops created to help the modern marketing team to excel at their jobs.

M01/Complete Marketing

A comprehensive marketing course covering key aspects to help grow your business and career. Register today to gain crucial marketing insights and build your marketing credibility.

Duration: 8 Hours x 2 (Two Full Days)

M02/Specialized Marketing Strategy

Every company needs a good marketing strategy that's well planned and has well defined milestones and objectives. Once you have the right map, the chances you'll reach the goals you've set to your business, are much higher.

Duration: 8 Hours (Full Day)

M03/Basics of Digital Marketing

Master the fundamentals of digital marketing and learn how to grow your business online. Learn how to leverage the power of digital marketing by understanding the basics, taking a closer look at digital marketing channels, and learning how to implement a digital marketing strategy.

Duration: 4 Hours (Half-Day)

M04/Digital Advertising 101

You'll learn everything you need to create a customer-centric digital advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more.

Duration: 4 Hours (Half-Day)

M05/Understanding Programmatic Advertising

Learn how programmatic advertising works, the types of programmatic media buying, understand the programmatic advertising channels, and be introduced to the ad platforms.

Duration: 4 Hours (Half Day)

M06/Creating Effective Marketing Campaigns

If you're new to developing marketing campaigns, or simply want to learn how to make them more effective, this workshop will help you through the steps to excel at marketing campaigns.

Duration: 4 Hours (Half-Day)



Social Media Workshops

These workshops allow your team to explore a wider array of social media opportunities.

S01/Complete Content Marketing

Want to be a content marketer and understand how it's done in the real world? This course is for you, then!

Duration: 8 Hours (Full Day)

S02/Understanding Content Strategy

Tell your business's story in a way that attracts, engages and delights your audience through each stage of the buyer's journey. All of which you'll learn how to do in this course.

Duration: 4 Hours (Half-Day)

S03/All About: Facebook Marketing

This workshop is meant for marketers looking for actionable and impactful ways to use and optimize paid and organic efforts on Facebook to grow their business.

Duration: 4 Hours (Half-Day)

S04/All About: Instagram Marketing

It's easy enough to use Instagram, but harder to use it successfully. Learn how to put together an Instagram marketing strategy that will make a real difference for your business.

Duration: 4 Hours (Half-Day)

S05/All About: LinkedIn Marketing

It's easy enough to use Instagram, but harder to use it successfully. Learn how to put together an Instagram marketing strategy that will make a real difference for your business.

Duration: 4 Hours (Half Day)

S06/All About: Influencer/KOL Marketing

Learn how to create entire campaigns built around influencers, rather than small one-off projects. The workshop goes through how audiences react to influencers' own organic content and how brands can alleviate that.

Duration: 4 Hours (Half-Day)

Advanced Workshops

These workshops are designed for the advanced marketer or marketing teams, who're ready to take on new challenges.



A01/Understanding Your Target Audiences

Target audiences aren't just about basic demographics like age, gender and location. This workshop helps you understand and zero in on who your real audience is, and how it's different from your customer.

Duration: 8 Hours (Full Day)

A02/Comprehensive Business Analytics

It's impossible for organizations to come to conclusions without the use of accurate and organized data. In this workshop,, you will learn the fundamentals of business analytics, manage and visualize your data, and align your teams around data to make better business decisions.

Duration: 4 Hours (Half-Day)

A03/Tribal Marketing

The emergence of tribal communities has got the marketing world in a spin. But what exactly is tribal marketing, and how does it apply to the brands and customers of today?

Duration: 4 Hours (Half-Day)

A04/Marketing Psychology

One key part of being a great marketer is understanding how (and why) people think and act the way they do. This workshop helps you look at your marketing activities through a psychological lens, so you can be a better marketer.

Duration: 4 Hours (Half-Day)

A05/How to Work with an Agency

Even if you're just starting up as a business, you have to face the reality of working with a marketing agency down the road. This workshop presents the realities, as well as the pros and cons of taking on a partnership with a specialized marketing agency.

Duration: 4 Hours (Half Day)

A06/The Key to Sustainable Business Growth

In this workshop you'll learn how you can accelerate your business growth, while we discover strategies that place your customers at the center of your business.

Duration: 4 Hours (Half-Day)



Short Lessons & Courses

Quick training sessions designed to lay out some tips and tricks for navigating in the corporate world. *These can be done online.*

L01/Work-life Lessons:

How to create impressive presentations

Understanding how to plan, create and execute a presentation is an important skill to have and essential for success in the workplace. In this lesson, you'll learn how to think of your slideshow layout, design it easily but beautifully and create notes and talking points for the final presentation.

Duration: 3 Hours

L02/Work-life Lessons:

How to manage your time effectively

We discuss a secret strategy to time management, which, with enough practice, can become your mantra to doing everything while at work, at home, on holiday, or anywhere.

Duration: 2 Hours

L03/Work-life Lessons:

How to create a personal brand for yourself

In an era where people's attention spans are getting shorter by the minute, the need to make an impression is more important than ever. And the best way to do this is by creating a solid and memorable brand identity for yourself.

Duration: 3 Hours

L04/Work-life Lessons:

How to find bliss in your job

In this age of progress, some of find ourselves lost in what we do. This lesson takes you through a series of habits and activities that you can accustom yourself to which help you find the right balance.

Duration: 2 Hours

L05/Work-life Lessons:

How to effectively approach negotiations

Wouldn't it be a different world if everybody thought the way you did? If everybody spontaneously conformed to your every wish, your every thought, your every feeling? Since life doesn't work that way, you would do well to become skilled at the art of negotiation.

Duration: 3 Hours

L06/Work-life Lessons:

How to win more business with storytelling

Discoveries in neuroscience prove decision-making is largely emotional, not logical. So how can you persuade the emotional part of the brain? The answer is the art of storytelling.

Duration: 3 Hours

L07/Work-life Lessons:

How to price your product or service well

Pricing your products and services can be tough. Set prices too high, and you miss out on valuable sales. Set them too low, and you miss out on valuable revenue.

Duration: 3 Hours

L08/Work-life Lessons:

How to start design thinking

Design thinking is “human-centered,” which means that it uses evidence of how consumers (humans) actually engage with a product or service, rather than how someone else or an organization thinks they will engage with it.

Duration: 3 Hours



Bespoke Workshops

Workshops tailor-made for your specific brand or company and for your teams.

Workshops/Training courses customized for you

Have a specific topic within the scope of marketing, branding, social media or advertising that you would like a workshop on? I can create a custom-made workshop that touches on your marketing teams' pain-points and help them resolve the issue themselves.



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