

أجندة

برنامج تدريبي للتعريف بإجراءات تقديم ملفات مواد التسويق والإعلان

Training Program on Marketing Materials & Media Monitoring (Process of Files Submission)

Topic	Speaker	Date	Duration
Registration			09:30-10:00 a.m.
Opening & Welcome note	Dr. Moaz Masoud	30/07/2023	10:00 -10:15 a.m.
Submission process & Standard checklist for Printed / Electronic files	Dr. Naglaa Gamal Dr. Samar Elmaken		10:15 –11:30 a.m.
Submission process & Standard checklist for online files	Dr. Sara Kandil		11:30 –12:15 p.m.
Break			12:15-12:30 p.m.
Common causes of rejection	Dr. Nabila Ahmed		12:30 –01:15 p.m.
General work Instructions	Dr. Moaz Masoud		01:15 –01:30 p.m.
Questions	Dr. Moaz Masoud Dr. Naglaa Gamal Dr. Nabila Ahmed Dr. Samar Elmaken Dr. Sara Kandil		01:30 –02:00 p.m.