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**ERASMUS+ PROGRAMME, Erasmus+  
Capacity Building in the Field of Higher Education**

**Project No: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP**

**Vocational training center for undergraduate university students and teachers in Jordan**

## **Training Workshop**

**The University of Jordan**

**November 16, 2017**



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## Participant list:

No.	Name	No.	Name
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2	Dr. Riyad Qashi	32	Amer hamed khalayfeh
3	Dr. Maria de Nascimento	33	Roaa mohammad nadi
4	Dr. Mario Cunha	34	Samer ahmad aljdoua
5	Dr. Joaquim Marques	35	Ibrahim mohammad Alqwasmi
6	salah edien salloum	36	Moatasem mowafaq kharbat
7	Dania Samer Alrayyan	37	Abdallah mohammad abdalrahman
8	noor mahmoud zoqash	38	Mohammedabo shawar
9	Fatima yahya	39	Saif aburuman
10	لما فيصل القضاة	40	Amer waleed
11	زين محمد خلف	41	Doaamahmoud jibreel
12	سارة عيد رحمه	42	Sara najeh salhab
13	مجد شاهر السلطان	43	Wasan mohamadwalid Alabbadi
14	بدرية فرج هارون	44	Razan abdalrhman almaitah
15	ملك محمد عبدالرحيم حمد	45	Dana maher hammad
16	احمد محمود قطيشات	46	Nada othman alkurdi
17	احمد عدنان ابو الحاج	47	Fatima abdulraouf herbawi
18	هبة صالح مبارك الشوابكة	48	Batool montaser beni mohammed
19	لينا ابراهيم داود الخوالدة	49	Muhand waleed Alhawarta
20	اسلام فؤاد اسحق القواسمة	50	Shoroqali dabbas
21	مهند وليد الحوارثة	51	Abdalrahman abdallah samara
22	تالا مازن المومني	52	Mohamad khalel alabsi
23	اية اكرم ابو فارس	53	Mohammad amer abu alhlalja
24	رنيم موسى سليمان عبد الفتاح	54	Haitham ayman alyaysly
25	عمر احمد ابو ياغي	55	Mishaal omar wahdani
26	محمد احمد قالوش	56	Anas mahmoud aladwan
27	سما تيسير موسى ابراهيم	57	layth maayyad ahmad
28	فخرالدين خالد محمد الخشمان	58	Mohammed amerabuhamdeh
29	منى جمال سامي العلي	59	Oudai issam saleem
30	Mohammad handa	60	Mohannad ahmed ayesh



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62	محمد خالد عبدالحميد	95	Leen rawhi haddad
63	سجى ابراهيم المجالي	96	Fatima mahmoudobaida
64	يوسف صبحي عبدالله	97	Abdallah mohammed ghyadah
65	محمد فارس" وليد عيد	98	Zuhair raed mahmoud
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73	احمد محمد الحجار	106	Roaa mohammad nadi
74	aya adel ata	107	laila mamoon qutiash
75	zina saleh gousous	108	Hana hashem alkhasawneh
76	mais yousef sarairah	109	Eyad milad fawzi ayash
77	salem mohamad alsarhan	110	Tarek mohamoud ammouri
78	eyad milad fawzi Axash	111	Hala Al-ala
79	luna mazen sahloul	112	محمد اقبال عويضة
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89	mustafa dawod jamra	122	نور عصام سعيد الغزاوي
90	mohammed raif hzayen	123	سنابل محمود القاق
91	abdullah ahjad alrifai	124	Wasan jamal alnsour
92	ahmad aldegs	125	انغام محمود عطا
93	afnan khalil dabobash		



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## Agenda:

Time	Activity
10:00 – 11:00	Dr. Joaquim Marques : <b>presntation title :</b> Sales and marking skills
11:00 – 12:00	Dr. Maria de Nascimento: <b>Presentation title:</b> Customer essential elements of a customer managment approach
12:00 – 13:00	Dr. Mario Cunha: <b>Presentaion title:</b> History, Heritage, and Development. The touristic Activity
13:00 -14:00	<b>Lunch</b>



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## **Introduction to Workshop**

- A training workshop Supported by European union programme Erasmus +, this workshop part of Vocational training center for undergraduate university students and teachers in Jordan (VTC) project
- The workshop aims to improve student skills in business field from different sectors like sales, marketing, customer management and heritage and development.
- This workshop divided to three session every session has her topic, objective and participants.

### **Session one:**

A dressed as Sales and Marketing skills presented by Dr. Joaquim Marques. The structure of the training was strategy, tactics, the five rules communication in sales and the marketing attitude

The objective of the training:

- Defining the strategy to follow in our companies and universities.
- Showing how to use communication to attracting new audiences/students. The correct use for communication allows a greater efficiency of the resources to use in order to attract a public more interested and suitable to the pursuit of the proposed objectives.

### **Session two:**

A dressed as Customer Essential elements of a customer management approach presented by Dr. Maria de Nascimento, the structure of this training was introducing customer management, managing relationships, creating opportunities and managing opportunities.

The objective of the training:

- Achieve a professional customer service management on the organizations by developing, training and leading their employees to success.



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Each company's specific market position, competitive threats, capabilities, and personnel are different from even its closest competitors. It stands to reason, then, that every company needs its own customer management strategy.

Our research and experience with customers demonstrate that developing your customer management strategy is the most important thing to start with because that's the foundation of how you run the organization. It's the foundation of what you do as a business. Defining these customer management strategies is a crucial task for every sales leader.

- Make every salesperson handle customer management according to their individual preferences.

### **Session Three:**

A dressed as History, Heritage, and Development. The Touristic Activity, presented by Dr. Mario Cunha, the structure of the training was

- To present how deep History and Heritage can be decisive to promote education and citizenship under the context of the current globalized era.
- To express how History and Heritage can be decisive to promote both national, local and personal identity
- To show the raising importance of Heritage and History on the promotion of social and economic development.
- To present how History and Heritage can be decisive on the promotion of integrated quality touristic activities.
- Explaining: Porto City case-study

The objective of the training is to show how local, regional and national History and Heritage can be decisive on the promotion of personal and community identity and self-esteem, and so, education and citizenship. And, at the same time, how important they can be to social and economic development, namely through the creation of a good touristic activity, non-aggressive to local communities and the environment.



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## Photos



VTC Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP

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## Press Releases links

To be provided