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United Nations Institute for Training and Research

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CIFAL Plock - Business Whatever – Building customer's loyalty

Personas

Plazo: 3 Jun 2025

Tipo:	Workshop
Ubicación:	Plock, Poland
Fecha:	10 Jun 2025 to 13 Jun 2025
Duración:	3 Days
Área del programa:	Decentralize Cooperation Programme
Sitio web:	http://cifal.pl/
Precio:	0,00 US\$
Correo Electrónico del Centro de Coordinación del Evento:	agata.kochanowska@plock.eu
Colaboración:	CIFAL plock, , City of Plock

ANTECEDENTES

We are building a community that actively contributes to the local business ecosystem and supports the development of entrepreneurship in the region.

OBJETIVOS DEL EVENTO

Building a local ecosystem of cooperation and exchange of experiences, establishing business relationships through cyclical events, each dedicated to a specific business aspect. Building and developing capacities among local entrepreneurs.

OBJETIVOS DEL APRENDIZAJE

Combining practical knowledge with tools that help the participants better understand user/customer's needs and create more engaging experiences. The workshop combined substantive content with an inspiring perspective, and participants left with specific knowledge and tips to implement in their companies.

CONTENIDO Y ESTRUCTURA

- Presentation – “From first contact to brand loyalty”
- Workshop – understanding customer's needs
- Networking and discussion

METODOLOGÍA

Presentation, workshop

PÚBLICO OBJETIVO

- Local entrepreneurs
- Startups and young companies
- Active citizens
- Professionals from various industries