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United Nations Institute for Training and Research

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CIFAL Plock - Business Whatever – Building customer's loyalty

Population

Date limite: 3 juin 2025

Type:	Workshop
Emplacement:	Plock, Poland
Date:	10 juin 2025 to 13 juin 2025
Durée:	3 Days
Zone du programme:	Decentralize Cooperation Programme
Site internet:	http://cifal.pl/
Prix:	0.00 \$US
Personne de référence de l'événement:	agata.kochanowska@plock.eu
Partenariat:	CIFAL plock, , City of Plock

ARRIÈRE PLAN

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

OBJECTIFS DE L'ÉVÉNEMENT

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.

OBJECTIFS D'APPRENTISSAGE

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.

CONTENU ET STRUCTURE

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

MÉTHODOLOGIE

Presentation, workshop

AUDIENCE VISÉE

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