



YOUR EXTERNAL CURRICULUM

OPEN EVENTS 2018



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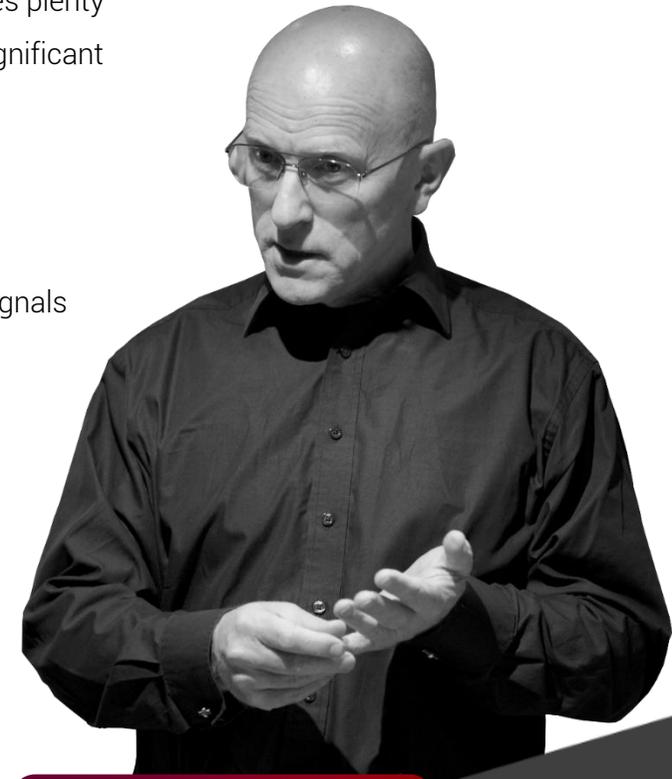
## ***The Creative Negotiator***

This is a course for your team, who are involved in formal negotiations; are being developed to participate in negotiating teams; are assisting in the preparation for negotiations. It provides a useful foundation as part of a leadership or change management program. This course essentially is designed to enhance your people and therefore strengthen the support they give you in business development. This highly practical course involves plenty of face to face negotiating. It is fast moving and highly enjoyable. Many delegates find that they secure significant financial gains and quicker deals almost immediately.

- Learn how to creatively manage the negotiation process, how to win back control and maintain it
- Build negotiating confidence, know which step you are in, recognise where you should be
- Learn how to handle difficult situations, conflict, deadlock, aggression and unreasonable demands
- Gain a deeper understanding of the 'Other Side', questioning, body language, probing & developing signals
- Discover creativity and flexibility under pressure, be ready for anything
- Learn how to think clearly under stress, always have options
- Get a range of effective strategies, tactics and gambits

Mike Roberts is one of the world's leading international Negotiating Coaches and Consultants with a wealth of high level experience. He has worked with CEOs, Directors, senior and middle management teams across many and varied businesses and government sectors. He has trained and coached well over 7,000 senior staff over the years. His experience has taken him on assignments to

He has led large professional teams covering a variety of significant high level negotiations often in highly complex situations – in M&A, Procurement and Employee Relations. The Far and Middle East, throughout Europe and to Bermuda and North America.



[FULL BROCHURE](#)



## ***Managing The Relationship***

Identifying true key accounts and being able to make proper distinction and classification of customers is essential in order to know where it does make sense to invest more time and other resources. It is also about understanding which relationship model works best for the different types of customers, where is customer's place in the market chain, and where and how our products and services provide solutions thus so understanding our true value. The goal is to achieve joint planning with the customer which in return will enable us to establish a profitable Key supplier Status.

- Understand the purpose, benefits, requirements and implications of AM/KAM
- Assess your current KAM status and identify the most important development needs
- Be able to manage the customer relationship towards planned goals
- Be able to identify and influence the customer's decision making process
- Be able to plan and implement a cross-functional contact strategy
- Develop responses and plans designed to achieve Key Supplier Status

Peter Cheverton has an unrivalled knowledge of the subject that has established him as one of the world's leading authorities in KAM and GAM, backed by the writing of the two best selling books on the topic: Key Account Management (6th edition), and Global Account Management (2nd edition).

His has a practical approach, based on a proven toolkit, that recognises the typical obstacles encountered by those on the KAM journey, and the ability to enthuse and motivate those people engaged in 'making KAM happen'.



FULL BROCHURE



## ***HR Transformation for the Digital Era***

People and Organisation Development professionals work will increasingly be shaped by further advances in digital technology. If your desire is to be competent and confident about the latest technological developments and utilisation in the world of work of HR professional practice, then this learning programme is for you.

- Identify your challenges and receive guidance to find potential solutions using the technology & platforms you already have in place.
- Experience how other organisations are deploying the latest digital tools to provide evidence and inspiration in considering how you and your organisation might utilise them at your work and for your organisation.
- We will work through all phases of HR and the technologies that are changing how we work, such as: employer branding, recruitment, onboarding and new ways to innovate.
- Create your own transformation and learning agenda to keep yourself informed and engaged in all things HR and Digital.

Perry Timms is a renowned coach, consultant and an international speaker on the future of work and the transformative potential of the HR profession. He is the founder of People and Transformational HR in the UK as well as being the HR adviser to the Chartered Institute of Personnel and Development (CIPD).

He is also a visiting fellow at Sheffield Hallam University Business School, a fellow of the Royal Society of Arts (RSA) and the World's only WorldBlu-certified Freedom at Work coach.



[FULL BROCHURE](#)



## ***Digital Content 2020***

Innovation & new technologies are coming fast and will decrease the value of your products and services in the next 2 years if you keep doing the same things as you're doing now. It's time to start preparing. We'll give you 2 days with one of the best engagement intelligence experts and transport all of you to 2020 to see into the future of content marketing. We will run through the latest innovations in branded experience and You will leave with the plans for a prototype to be implemented in the next 2 years.

- Identify the key emerging human behaviours that will drive decisions on where you spend your marketing budget
- Design your content for your customer's life outside of their smartphone and into the world of connected homes
- Develop a roadmap for 2020 to achieve your most ambitious goals in digital marketing and customer experience
- Uncover the creative opportunities of improved formats such as AR, VR and 360 video in social media
- Learn 5 hacks to plan your future: define audiences, identify/use data, ideate and source, prototype, validate

Pilar Barrio's key areas of expertise; video, social media and content marketing; she has advised hundreds of brands looking to cut through the noise of the digital space. They include Sony Pictures, Playstation, Coca Cola, Chevrolet, BBC and Microsoft.

She is a Lead Facilitator for the Google Digital Academy, where she trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her compelling style is straightforward, energising, stimulating of discussion and regularly inspires listeners into action.



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## ***Digital Trends & Business Transformation***

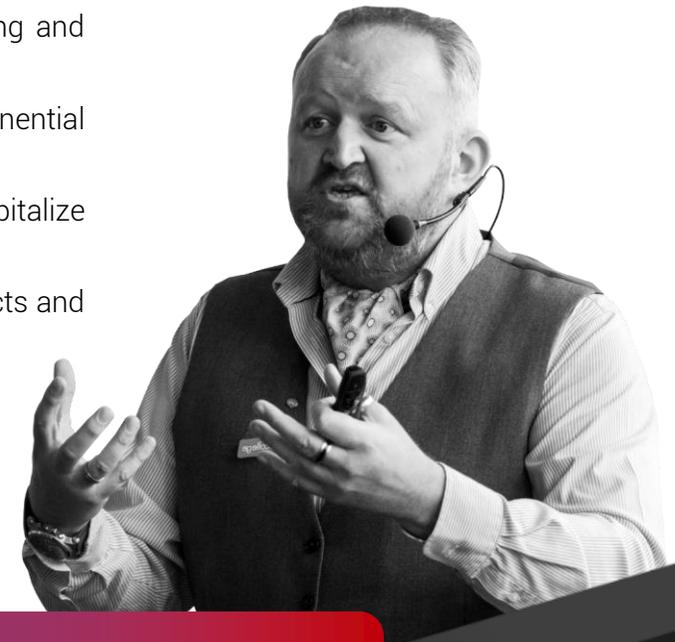
We're in a 4D world: Data, Devices and Decisions are now all Digitally enabled and applied. People - as employees, business colleagues or as consumers - are now more connected and accessible than ever before through digital apps and platforms. Marketing and customer service are now being joined by HR and business leaders who value employee experience; in the science of human behaviour and how we choose to work, live, spend and acquire.

The winners in the world of work and commerce are going to be the ones who fuse human understanding with digitally deployed services and products.

- We will explore the world of digital through informative inputs, facilitated discussions, prototyping and building sessions, to create the start of a Digital Transformation journey and Strategy
- We will use methodologies such as Data Analytics; Value Propositions, User Experience Design, Exponential Organisation Design; Agile, Sprints, Design Thinking and a range of tools and models.
- We will examine a series of problems to solve and issues to resolve and a range of opportunities to capitalize on and create
- We will design an overarching strategy, a series of projects and work streams and a range of products and initiatives

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Our main focus is to deliver solutions rather than commoditized products.

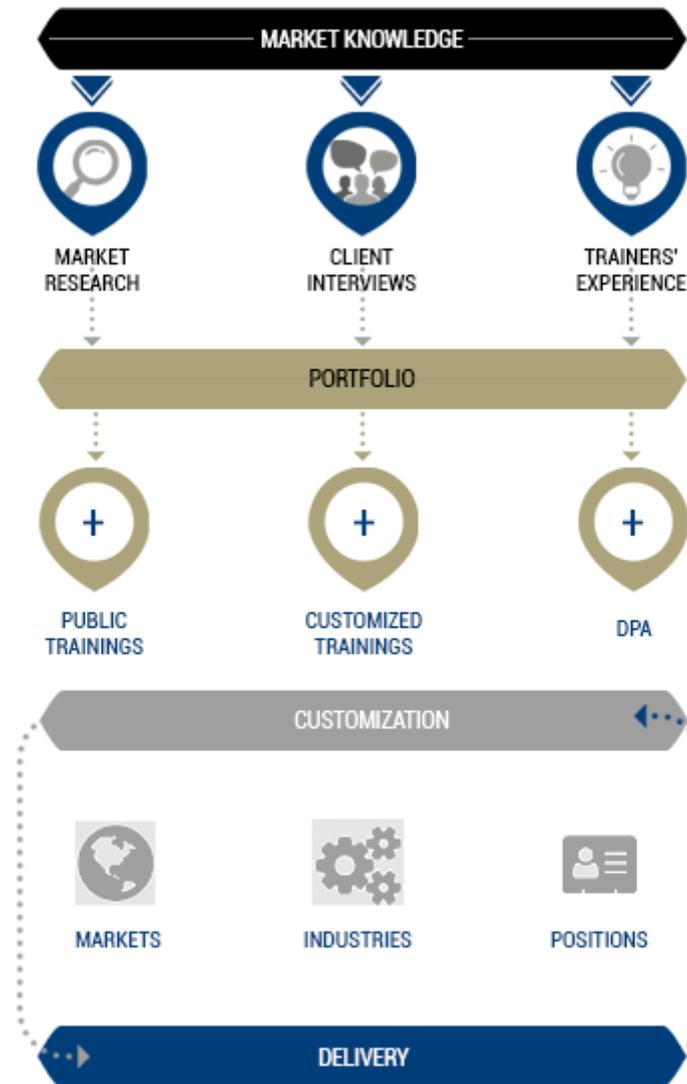
By verifying the needs of our customers, asking the right questions and involving them in the process of content design, we manage to both create a flexible solution adapted to their needs while establishing a long lasting partnership.

OUR CLIENTS INCLUDE





# *Our Approach*



## 1. MARKET KNOWLEDGE

Our advantage is the up to date content we generate from 3 main sources: Continuous research, Client feedback, Trainers' input.

## 2. PORTFOLIO

From motivation to emotional intelligence, from skill to knowledge, 30+ trainers will help you get all solutions in one place.

## 3. CUSTOMIZATION

Whether this is an open training or an in-house, different levels of customization apply to ensure successful delivery and result.

## 4. DELIVERY

Considering the constantly changing needs of our clients, each training delivery differs from one another to guarantee results.



Click below and visit our website to see a wide variety of further topics, unique solutions and international experts.



## CUSTOMIZED

Our expert's global cross industry experience, innovative approach and proven results enable our clients get solutions quickly and in one place. From soft skills to professional competencies, our variety is your gain.

MANAGEMENT COMPETENCIES +

SALES AND NEGOTIATION +

MARKETING INNOVATION +

HUMAN RESOURCES MANAGEMENT +

RESULTS

