



virtuelna esnafska zajednica

Training plan "To better business results using the internet"

Increasing your business efficiency (profit) using the internet

Trainer Miodrag Kostić

1 day

Time	Training content	Goals	Practical exercises
09.00-10.30	Introduction What is e-business and how is it different from the old ways of doing business?	Goals of the training, participants introduction, get the general idea on e-business.	
10.30-10.45	Coffee break		
10.45-12.00	Global communication and the internet. Communicating on the internet?	Using internet to communicate ... in every day work.	Practical exercise and examples
12.00-12.15	Coffee break		
12.15-13.00	Internet marketing and its practical use to increase your business results.	Internet marketing compared to classical marketing.	Practical exercise and examples
13.00-14.15	Lunch break		
14.15-15.00	How to practically promote your company-organization on the internet?	Key elements of internet promotion.	Practical exercise through case study
15.00-15.15	Coffee break		
15.15-16.00	Giving home work to be presented on the second training day. Comments.	Discussion on the first day events.	

2 day

Time	Training content	Goals	Practical exercises
09.00-10.30	What is internet branding?	Importance of positioning on the internet.	Practical exercise and examples
10.30-10.45	Coffee break		
10.45-12.00	Identity, credibility and value of the internet brand.	Key elements of on-line positioning.	Practical exercise and examples
12.00-12.15	Coffee break		
12.15-13.00	Using internet in modern day to day business practices.	Key elements of e-business.	Practical exercise and examples
13.00-14.15	Lunch break		
14.15-15.00	Practical exercise, conceptualizing the selling corporate web site.	Applying practical knowledge gained over this training course.	Exercising on the practical example
15.00-15.15	Coffee break		
15.15-15.45 15.45-16.00	Individual presentations, questions and answers. Questionnaire.	Direct participants interaction.	