



# AMIDEAST CONVENTION





**PROFESSIONAL  
SKILLS TRAINING**

**AMIDEAST**  
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AMIDEAST  
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# AMIDEAST

is a leading American nonprofit organization engaged in international education, training, and development activities in the Middle East and North Africa

Founded  
in 1951

11 MENA  
Countries

USD  
64 MM  
Annual  
Portfolio

20+  
Offices

1,200  
Staff



## OUR IMPACT IN 2019:

- **2,750 Exchange and Scholarship Students**
- **16,000 Youth and Women Empowered through Special Programs**
- **57,500 Students and Professionals Trained**
- **100,000 Recipients of Academic Guidance**
- **210,000 Tests Administered**

## **WE OFFER**

- ✓ **English Language Training**
- ✓ **Testing and Test Preparation Courses**
- ✓ **Teacher Development Programs**
- ✓ **Exchange Programs and Scholarships**
- ✓ **Professional Training and Development**
- ✓ **U.S. Study Advising Services**



# Our Training History in Egypt

- Introduced skills training programs in 1999 that have provided training to thousands of Egyptian professionals
- A Registered Education Provider of the Project Management Institute® (PMI®) since 2003
- Partnered with the United Nations Development Program (UNDP) to deliver professional development training to 60 Egyptian government employees
- Helped Telecom Egypt strengthen its human resources
- Delivered tailored professional development training to 45 Huawei employees
- Partnered with Al Dakahlia Poultry Co. (Al-Anani Group) to offer comprehensive employability skills training for incoming employees

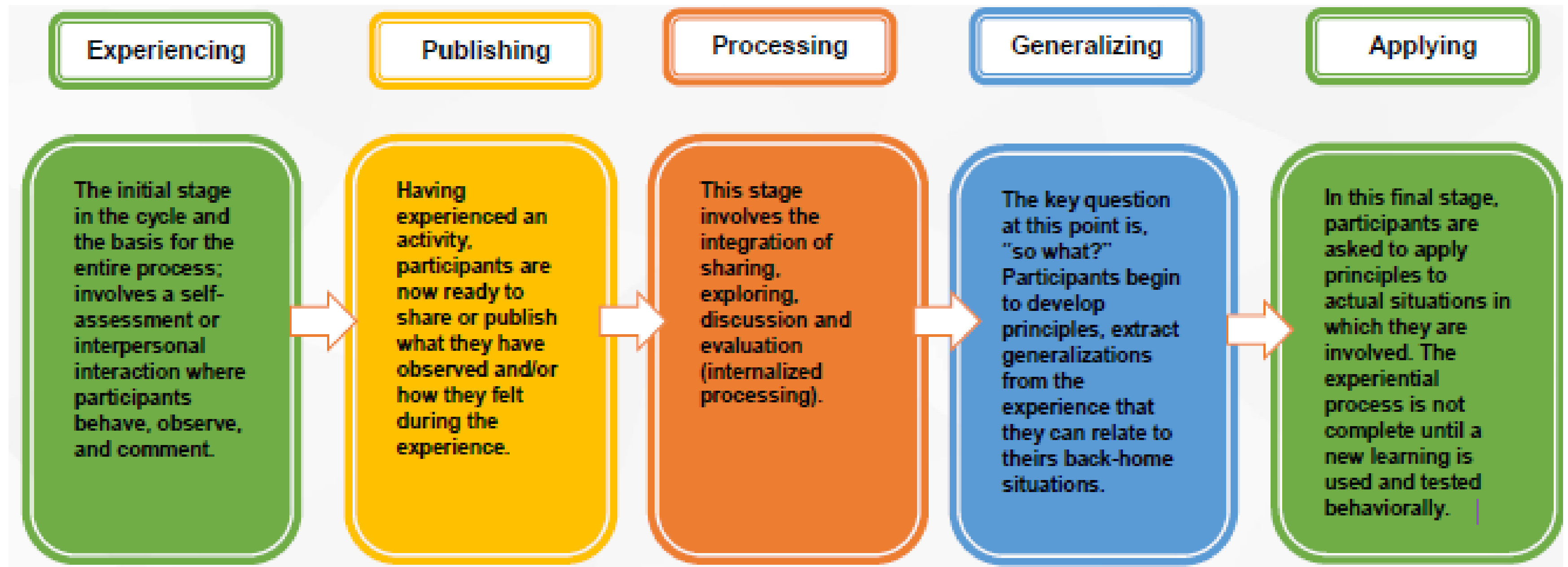


## Program Design

- AMIDEAST provides professional training and develops end-to-end solutions for business professionals across all managerial levels.
- Our programs provide employees with the skills their companies need to succeed in today's competitive global marketplace.
- Our programs are designed to develop specific competencies.
- All programs are customizable according to the needs of the organization.



# Training Methodology







# Professional Training Workshops

We offer workshops on the following topics:

- Design Thinking
- Selling Smarter
- HR in the Millennial Age
- Customer Service
- Business Writing
- Professional Development
- Professional Manager
- Project Management That Works
- Professional Administration
- Experiential Training Programs



# Selling Smarter Workshops

- Selling Smarter Concept
- Relationship Building in Successful Sales
- Effective Sales Presentation
- Sales Objection Handling
- Prospecting Like a Pro
- Telemarketing
- Negotiating For Results





# HR in the Millennial Age Workshops

- Introduction to Human Resource Management
- Managing Employee Performance
- Business Succession Planning
- Mediation through Peer review
- Talent Management
- Closing the Generation Gap in the Workplace
- Hiring for Success
- Putting your employees on the right track





# Customer Service Workshops

- Customer Service that works
- Mastering Call Center
- An Introduction to Customer Relationship Management





# Business Writing Workshops

- Powerful Business Writing
- Advanced Business Writing





# Professional Development Workshops

- The Art of Impactful Presentations
- Communication Excellence
- Personal Branding
- Effective Teamwork
- Time, Stress, Anger Management





# Professional Manager Workshops

- Business Leadership
- Conflict Resolution
- Problem Solving and Decision Making
- Transformative Leadership
- Leading as a Novice Manager
- Change Management Fundamentals
- Marketing for Non-Marketers
- HR for Non-HR Professionals
- Finance for Non-Finance Professionals





# Project Management that Works Workshops

- The Art of Project Management
- Risk Management
- International Exam Preparation Program – PMP®







# Professional Administrative Workshops

- Skills for the Administrative professionals
- Mastering Minutes of Meeting





# Experiential Workshops

- Mars Rover Teambuilding Challenge
- Mars Rover Leadership Challenge
- Master Chef Challenge

