

TRAINING METHODOLOGY

- *Highly Interactive Mode*
 - to allow lively discussion and feedback with other participants to reinforce learning
- *Short Plenary*
 - Short lectures to build the basis and platform on which participants can build on during break-out session / group discussions
- *Break-Out Sessions & Group Presentations*
 - Dividing participants into small groups to discuss cases and issues set by consultant to encourage team spirit in solving problems
 - Presentation of the break-out sessions to exchange views with other groups
- *Personal Exercises & Demonstrations*
 - Personal exercises to assess extent of own capabilities
- *Peer Reviews*
- *Trainer De-Briefings*

Who Should Attend

Those involved in:

- Marketing,
- Business Development,
- Advertising, Promotion and Corporate Communication,
- Sales, and
- Professional real estate agents acting as marketing agents for developers