



Consulting and Training | Reach New Heights

Course Name

Project & contract management

Sector Name

Project & Contract Management

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Course Introduction

In this course, delegates will understand the structured process of how to build a marketing plan customized for their situation. They will find out how marketing planning works and how they should document their ideas in a marketing plan. They will become competent in developing a marketing plan by going through a number of stages of the marketing planning process.

They will work with practical checklists at each stage that enable them to formulate the right questions. They will master the key elements of a complete marketing plan.

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Target Audience

- ✓ Project Manager
- ✓ Business Administrator
- ✓ Marketing Coordinator
- ✓ Account Executive
- ✓ Chief Operating Officer
- ✓ Operations Manager
- ✓ Executive Administrative
- ✓ Risk Manager
- ✓ Program Manager
- ✓ Business Analyst
- ✓ Quality Control Coordinator
- ✓ Assistant Manager
- ✓ Team Leader
- ✓ Senior Supervisors
- ✓ Researcher
- ✓ Entrepreneur
- ✓ Management Consultant
- ✓ Public Relations Director

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Learning Objectives

- ✓ How to analyze the external and internal environment.
- ✓ What segments of the market to target and how to choose a proper positioning.
- ✓ How to set marketing and financial objectives
- ✓ How to decide on strategies for products, pricing, channels, and communication
- ✓ What sales forecasting technique should we use

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Course Outline

✓ Day 01

Principles of Contracts

- ✓ Defining a Contract
- ✓ Elements of a Contract
- ✓ Express and Implied Contracts
- ✓ Problems in Preparing and Managing Contracts

Contract Preparation

- ✓ Stages of Contract Preparation and Management
- ✓ Contract Provisions
- ✓ Evaluation of Internal and External Resources
- ✓ Contracting Methods
- ✓ Developing Scope of Work
- ✓ Problems with Badly Written Scope of Work
- ✓ Evaluation Criteria (Musts and Wants)
- ✓ Terms and Conditions

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Course Outline

✓ Day 02

Contract Types and Strategies

- ✓ One or Several Contracts
- ✓ Fixed Price Contracts
- ✓ Cost Reimbursable Contracts
- ✓ Time and Material Contracts
- ✓ Incentive Terms
- ✓ Payment Terms
- ✓ Bonds and Retention

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Course Outline

✓ Day 03

The Tendering Stage

- ✓ Alternative to Tendering
- ✓ Objectives of Tendering
- ✓ Tendering Procedures
- ✓ Evaluation of Bidders
- ✓ Pre-Qualification Criteria
- ✓ Invitation to Tender
- ✓ Receipt and Opening of Bids
- ✓ Tender Evaluation
- ✓ Role of Tender Evaluation Committees
- ✓ Different Pricing Methods
- ✓ Whole Life Cost
- ✓ Value for Money
- ✓ Online Reverse Auction

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Course Outline

✓ Day 04

Contract Administration

- ✓ Purpose of Contract Administration
- ✓ Aspects to Manage
- ✓ Contract Administration Tools
- ✓ Documents Needed to Administer a Contract Role of Contract Administrator/
Focal Point(s)

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Course Outline

✓ Day 05

Claims and Variation Orders

- ✓ Breach of Contract
- ✓ Damages
- ✓ Force Majeure
- ✓ Changes and Modifications
- ✓ Lessons Learned
- ✓ Alternative Dispute Resolution
- ✓ Negotiation
- ✓ Mediation
- ✓ Arbitration
- ✓ Litigation proving value for money

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 27, 2026	Dec. 31, 2026	5 days	4250.00 \$	KSA , Riyadh
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 \$	UAE , Dubai
March 15, 2027	March 19, 2027	5 days	4950.00 \$	England , London
June 7, 2027	June 11, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 29, 2027	Dec. 3, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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