


# € TRAINING

Partnerships With Alliances and  
Communication

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a bright, modern office environment.

16 - 20 February 2025  
Sharm El-Sheikh (Egypt)



# Partnerships With Alliances and Communication

REF: ST2121 DATE: 16 - 20 February 2025 Venue: Sharm El-Sheikh (Egypt) - Fee: 3520 Euro

## Introduction:

This training program is designed to equip individuals with the tools and skills necessary to build, manage and maintain successful partnerships and alliances. It will delve into the critical elements of effective communication, relationship building, and negotiation, providing participants with insights into the challenges and opportunities of partnership and alliance building.

## Program Objectives:

At the end of this program, participants will be able to:

- Explain what makes partnerships, alliances, and communication effective and successful.
- Develop skills in building, managing, and maintaining partnerships, alliances, and communication.
- Gain the knowledge and skills to negotiate and manage partnerships and alliances.
- Provide practical tools for effective communication in partnerships and alliances.

## Targeted Audience:

- Business development professionals.
- Marketing and communication specialists.
- Relationship managers.
- Entrepreneurs and Non-profit leaders.
- Team leaders and managers
- Project managers.
- Government officials involved in partnerships and alliances.
- Consultants and advisors in the fields of partnerships, alliances, and communication.

## Program Outlines:

Unit 1:

Fundamentals of Partnerships, Alliances, and Communication:

- Introduction to Partnerships, Alliances, and Communication.
- The Importance of Partnerships and Alliances.
- Types of Partnerships and Alliances.
- The Benefits of Effective Communication in Partnerships and Alliances.
- Identifying Potential Partners and Allies.

## Unit 2:

### Building and Managing Partnerships and Alliances Outlines:

- Building and Nurturing Relationships with Partners and Allies.
- Negotiating and Managing Partnerships and Alliances.
- Communication Strategies for Effective Partnership and Alliance Building.
- Common Challenges in Partnerships and Alliances and How to Overcome Them.
- Measuring the Success of Partnerships and Alliances.

## Unit 3:

### Communication and Conflict Resolution in Partnerships and Alliances:

- Building Trust in Partnerships and Alliances.
- Setting Clear Goals and Expectations in Partnerships and Alliances.
- Understanding and Managing Cultural Differences in Partnerships and Alliances.
- Effective Conflict Resolution in Partnerships and Alliances.
- Building a Strong Communication Plan for Partnerships and Alliances.

## Unit 4:

### Creating a Positive and Collaborative Environment in Partnerships and Alliances:

- Communicating Effectively with Partners and Allies.
- Building a Culture of Transparency and Openness in Partnerships and Alliances.
- Managing Changes and Transitions in Partnerships and Alliances.
- Creating a Positive and Supportive Working Environment in Partnerships and Alliances.



- Promoting Teamwork and Collaboration in Partnerships and Alliances.

## Unit 5:

### Continuously Improving Partnerships and Alliances:

- Keeping Partnerships and Alliances Strong and Sustainable.
- Evaluating and Improving the Performance of Partnerships and Alliances.
- Adapting to Changes and Challenges in Partnerships and Alliances.
- Maintaining Open and Honest Communication in Partnerships and Alliances.
- Building a Culture of Continuous Improvement in Partnerships and Alliances.