

MCE Open Enrolment Workshop Planner 2010

MCE workshops are held all across Europe and the Middle East

Workshops are delivered in English unless otherwise indicated.

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Business And Management Skills For Your Career

Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Adding Business Value as a Staff Function Manager	www.mce-ama.com/2245				11-14 B		
Advanced Negotiation Skills	www.mce-ama.com/781		2-4 L		10-12 A 18-20 M	28-30 A	6-8 B 13-15 L
Budgeting, Forecasting and Cash Flow Management	www.mce-ama.com/85	19-23 BC 19-23 BE	2-6 B 16-20 BL		18-22 BC 18-22 BL	8-12 WP 28/11-2/12 A 29/11-3/12 MI	13-17 L 13-17 PF
Business and Management Skills for Your Career: The Full Programme - PART 1	www.mce-ama.com/2249				11-14 B		
Certified Marketing Manager	www.mce-ama.com/2178		2-6 B				
Communicating Clear Goals to your Team	www.mce-ama.com/2311	26-28 B				15-17 B	
Communicating to Your Senior Management & Key Stakeholders	www.mce-ama.com/2185	19-22 L	16-19 L		17-20 A 18-21 MAS 25-28 BC 25-28 B	8-11 PR 15-18 G	6-9 DUS 13-16 L
Communication and Presentation Skills through Different Media	www.mce-ama.com/2312			20-22 B			6-8 B
Consulting Skills for Managers	www.mce-ama.com/873	26-29 B					13-16 B
Developing and Presenting Business Plans	www.mce-ama.com/2242	26-29 BL			18-21 B		
Developing Personal Influence and Impact	www.mce-ama.com/205	19-22 BC 26-29 B	9-12 BL	20-23 W 27-30 L	11-14 B 18-21 BC	8-11 PR 15-18 G 28/11-1/12 A	13-16 L 13-16 P
Fundamentals of Finance: Understanding the Balance Sheet and the Profit and Loss Account	www.mce-ama.com/67	12-16 BC	2-6 B		18-22 M 24-28 A 24-28 D	8-12 W 15-19 P 28/11-2/12 A	6-10 BL
Interacting with Others to Get Things Done	www.mce-ama.com/180		16-19 L		17-20 A	22-25 B	13-16 L
Managing and Leading People in an International Environment	www.mce-ama.com/176	12-16 BC	2-6 L		17-21 A 25-29 B	8-12 MAS 15-19 BLG 22-26 G 28/11-2/12 A	6-10 L
Managing Conflict	www.mce-ama.com/897						
Managing in an International Business	www.mce-ama.com/2248		2-5 B				13-16 B
Operational Management Skills	www.mce-ama.com/190	26-29 BL	2-5 L		18-21 B 24-27 A	22-25 G 28/11-1/12 AA	13-16 P

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Business And Management Skills For Your Career (Continued)							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Preparing for Your Future Senior Management Role	www.mce-ama.com/2263	27/6-9/7 W	1-13 B		10-22 B		
The 5-day Mini MBA	www.mce-ama.com/1218	12-16 BC 12-16 BE	2-6 L	20-24 W	17-21 A 18-22 B 24-28 D 25-29 BC 25-29 CO 25-29 MI	22-26 BL 22-26 G	6-10 L 13-17 B 13-17 PF 13-17 W
Business and Management Skills for Your Career: The Full Programme_Part 2	www.mce-ama.com/2253		2-5 B			22-25 B	
Time and Stress Management for You and Your People	www.mce-ama.com/859		16-18 B			15-17 B	
Business To Business (B2B) Markets							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
B2B Market Research and Business Intelligence for Customer Insights	www.mce-ama.com/2171					2-3 B	6-7 MG
B2B Marketing Strategy Based on Your Customer Value Proposition	www.mce-ama.com/383		9-12 BL			22-25 B	6-9 BLG
B2B Strategy Update for Senior Management	www.mce-ama.com/2127				11-12 B		6-7 MG
Fundamentals of Value-Based B2B Marketing for Non-Marketing People	www.mce-ama.com/2119	5-8 BC	2-5 B		18-21 B 25-28 MI	2-5 B 22-25 BLG	13-16 L
Leading and Working in a Multifunctional Account Team for Custom-Made Solutions	www.mce-ama.com/2334	26-29 BL		27-30 DUS	4-7 W	8-11 MAS 22-25 B 22-25 G	6-9 BLG
Making Sense of Web 2.0 in B2B Markets	www.mce-ama.com/2250	26-29 B			18-21 B		
Managing and Servicing Global/ International Key Accounts in B2B Markets	www.mce-ama.com/2214		16-18 L			15-17 G	
Managing B2B Sales Teams for Solution Selling in Premium Offer Markets	www.mce-ama.com/2213				11-13 B	8-10 WP 29/11-1/12 MI	6-8 MG
Product Management in B2B Markets	www.mce-ama.com/2120	12-16 B		27/9-1/10 DUS	18-22 BLG 25-29 CO	22-26 B	
Selling through Different Channels in B2B Markets	www.mce-ama.com/769		2-4 B			29/11-1/12 B	
Setting up B2B Distribution Systems in Mature and Emerging Markets	www.mce-ama.com/2302				11-13 B		

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Chemical Industry							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Globalization and Supply Chain Management in the Chemicals Industry	www.mce-ama.com/2336				24-27 A	28/11-1/12 A	
How to Develop and Communicate a “Green” Strategy in the Chemical Industry	www.mce-ama.com/2305		23-27 B				13-17 B
Innovation Lifecycle for the Chemical Industry	www.mce-ama.com/2306				11-15 B		
Leading and Managing Change in the Chemical Industry	www.mce-ama.com/2307			13-17 B			
Managing Complexity in the Chemical Industry	www.mce-ama.com/2309					15-19 B	
Supply/Demand Balance Management in the Chemical Industry	www.mce-ama.com/2342				24-27 A		
The Total Cost of Ownership and its Impact on Pricing and Value Communication in the Chemical Industry	www.mce-ama.com/2310			27/9-1/10 B			
Consumer (B2C) Markets							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Building Strong Brands in Consumer Markets	www.mce-ama.com/2216		2-5 B			28/11-1/12 A	
Defining and Executing the Consumer Marketing Strategy: From Plans to Measurable Results	www.mce-ama.com/2122	5-9 BC			4-8 WP	8-12 PR 15-19 BC	13-17 P
Fundamentals of Consumer Marketing	www.mce-ama.com/2130		16-19 B			15-18 B 28/11-1/12 AA	
Intergrated Marketing Communications: Getting More from your Media and Advertising Agencies	www.mce-ama.com/2207	19-20 B				15-16 B	
Making Sense of Web 2.0 in Consumer Markets	www.mce-ama.com/2126			13-16 W	24 -27 A		13-16 L
Partnering with and Selling to Retailers : the rising power of retailers	www.mce-ama.com/2169		23-26 B		4-7 W	28/11-1/12 A	
Product, Category and Segment Management in Consumer Markets	www.mce-ama.com/2205				11-15 B		
Strategy Update for Senior Management in Consumer Markets	www.mce-ama.com/2181					22-23 B	
Turning Customer Insights into Results: The Art of Microsegmentation	www.mce-ama.com/2170	5-7 B				15-17 B	
Customer Focus and The Net Promoter® Score							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Profitable Customer Centricity: How You Get There	www.mce-ama.com/2196	25-27 D			18-20 B 24-26 D		
Using the Net Promoter® Score (NPS) as a Measure of “Customer Intimacy”	www.mce-ama.com/2326					3-6 B	

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Energy Utilities Industry							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
A New Business Model for the Energy Utilities Industry	www.mce-ama.com/2289				11-13 B		
Local to International in Energy Utilities: The International Environment and the People Challenges	www.mce-ama.com/2299		2-4 B			29/11-1/12 B	
The 5-day Mini MBA for the Energy Utilities Industry	www.mce-ama.com/2290				18-22 B		
The Different Value Propositions in Energy Utilities for Residential Customers	www.mce-ama.com/2288	26-28 B				22-24 B	
Value-based Offers in the Energy Utilities Industry: What are Your Proposals to Business Customers?	www.mce-ama.com/2300	12-14 B				15-17 B	
Finance							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Accounting for Risk Based Liabilities	www.mce-ama.com/2191			13-15 B			
Building and Maintaining Solid Banking Relationships	www.mce-ama.com/2337				11-12 B		
Controlling for Controllers - part I	www.mce-ama.com/2341					22-26 B	
Controlling for Controllers - part II	www.mce-ama.com/2341						
Financial Management for Senior Finance Executives	www.mce-ama.com/2186		9-11 BL			28-30 A	13-15 L
Financial Planning and Analysis for Controllers	www.mce-ama.com/84		2-5 L		24-27 A	15-18 B	
Fraud and Internal Accounting Controls	www.mce-ama.com/2284			8-10 B			
IFRS and US GAAP: A Practical Guide	www.mce-ama.com/2280		2-4 B				
Inventory Costing and Analysis	www.mce-ama.com/2282					15-17 B	
Mergers&Acquisitions 1: Valuation of Companies & Due Diligence	www.mce-ama.com/782			13-17 B			13-17 L
Mergers&Acquisitions 2: Integrating Operations & Consolidating Accounts	www.mce-ama.com/2221					15-17 B	
Treasury and Cash Management	www.mce-ama.com/2188				4-6 B		
Human Resources							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Influencing and Consulting Skills for HR Professionals	www.mce-ama.com/2241		16-17 B			15-16 P	
HR Management: The HR Business Partner	www.mce-ama.com/497	12-15 B			4-7 B		
Managing the Learning and Development Function	www.mce-ama.com/2192		2-5 L			22-25 B	
Organization Development: Driving and Supporting Strategic Implementation and Change	www.mce-ama.com/2271					22-25 B	
Strategic Change Communication	www.mce-ama.com/2324	26-28 B				15-17 B	

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Human Resources (continued)							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Strategic HR: Aligning your strategy to the business	www.mce-ama.com/1287	25-28 D	23-26 B		10-13 A 18-21 MAS 24-27 D	15-18 BC 15-18 PF	6-9 B
Talent and Performance Management	www.mce-ama.com/2167		16-19 B				6-9 L
The Full Programme for HR High Potentials PART I	www.mce-ama.com/2274		22-25 B			10-13 B	
The Full Programme for HR High Potentials PART II	www.mce-ama.com/2275				11-14 B		
Leadership							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Developing Leadership: Build Your Leadership Skills	www.mce-ama.com/2184	12-15 BC 12-15 BE	9-12 BL 23-26 G	13-16 WP 27-30 L	17-20 A 18-21 BC 18-21 MAS 25-28 CO 25-28 MI	8-11 PR 22-25 MG 21-24 A	6-9 B 13-16 PF 13-16 WP
Developing Leadership: Special Edition for Women	www.mce-ama.com/2266	5-8 BC 25-28 D			15-18 P 24-27 D	15-18 P 28/11-1/12 A	
Leadership for Managers: How to Implement Business Strategy	www.mce-ama.com/2147		2-5 L		10-13 A 18-21 BC 25-28 B 24-27 AA	22-25 MG 28/11-1/12 AA	6-9 B 13-16 PF
Leadership for Post-Merger and Acquisition Integration	www.mce-ama.com/2193		9-12 BL			15-18 G 15-18 P	
Leadership for Senior Managers: How to Get your Strategy implemented throughout your organization	www.mce-ama.com/2154	19-22 BE	2-5 L	20-23 WP	10-13 AA 11-14 B 25-28 CO	8-11 MAS 22-25 G 22-25 MG 29/11-2/12 MI	13-16 L
Leadership for Senior Managers: Special Edition for Women	www.mce-ama.com/2267		16-19 BL			15-18 P	
Leading International Teams	www.mce-ama.com/2149	5-9 BC	2-6 L	13-17 W	25-29 BC 25-29 G	29/11-3/12 B	

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Medicals Devices							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Certified Marketing Manager for the Medical Devices Industry - PART II	www.mce-ama.com/2346				18-22 B		
Certified Marketing Manager for the Medical Devices Industry -PART I	www.mce-ama.com/2335					17-21 B	
Life Cycle Management for Medical Devices	www.mce-ama.com/2268	26-28 B			11-13 B		
Long-Term Sales Success in Rapidly Evolving Medical Device and Consumables Markets	www.mce-ama.com/2269		23-25 B			15-17 B	
Managing Innovation for Medical Devices – Evolution or Revolution?	www.mce-ama.com/2265						13-15 B
Sales in the Medical Device Industry	www.mce-ama.com/2272		16-18 B				
Stakeholder Management in Medical Devices – How to Manage the Network of Interested Parties	www.mce-ama.com/2273		23-25 B			15-17 B	
The 5-Day Mini MBA for the Medical Devices Industry	www.mce-ama.com/2277	19-23 L		27/9-1/10 DUS		22-26 BL	6-10 B
The Highly Regulated Environment of Medical Devices and the Problems of Commoditization	www.mce-ama.com/2276	26-28 B			11-13 B		
Mergers & Acquisitions, Partnerships & Alliances							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Evaluating Strategic Alliances and Partnerships	www.mce-ama.com/2261			27-28 B			
Launching and Managing Strategic Alliances and Partnerships	www.mce-ama.com/2262				4-5 B		13-14 B
Managing Outsourcing	www.mce-ama.com/2244						6-9 B
Managing Strategic Alliances and Partnerships	www.mce-ama.com/2247		2-5 B			22-25 B	
Pharmaceutical Industry							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
“Commercial” Effectiveness in Pharma: Think beyond Sales Force Effectiveness	www.mce-ama.com/2329					15-17 B	
Customer-Centric Organizations and the Empowered Patients: What does it really mean? Possible Approaches	www.mce-ama.com/2314			27-29 B			
Development & Manufacturing: Strategic Choices Ahead in the Pharmaceutical Industry	www.mce-ama.com/2257		23-25 B			15-17 B	
Digital Marketing Strategies in the New Healthcare Environment	www.mce-ama.com/2285	5-7 B			25-27 G		
Generics Markets and Big Pharma: Pure Player going Hybrid? Old Models in New Markets?	www.mce-ama.com/2315			13-15 B			13-15 B

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Pharmaceutical Industry (continued)							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Institutional Selling: Selling to National Health Insurance Systems, Hospital Networks, Buying Groups and Insurers	www.mce-ama.com/2330	5-7 B				22-24 B	
Key Account Management in Pharma: From a General Approach to Targeted Sales and Company-Wide Selling	www.mce-ama.com/342				24-26 A	22-24 BL	6-8 G
Leadership Post-M&A: Striving for Successful New PharmaCo	www.mce-ama.com/2316		23-25 B			15-17 B	
Managing Brands Regionally and Selling Locally: Efficient Marketing Matrix and Processes in Pharma	www.mce-ama.com/2317			13-15 B			13-15 B
Managing Emerging Markets: Strategic Decisions, Operational Options	www.mce-ama.com/2319			13-15 B			
Managing R&D through Effective Collaborations and Partnerships in Pharma	www.mce-ama.com/2256				18-20 B		
Market Access, Pricing and Health Outcomes: The New Reality in the Pharmaceutical Industry	www.mce-ama.com/2259	26-28 BL				22-24 B	6-8 BL
Medical Affairs in the Pharmaceutical Industry: Protecting Vs Supporting Roles and Keys to Success	www.mce-ama.com/2258				18-20 B		
Operational Excellence in Pharma Supply Chain Management	www.mce-ama.com/2328				18-21 B		
OTCs: Distributing to and Managing Sales with Pharmacists	www.mce-ama.com/2327		23-25 B				
OTCs: Fundamentals of Patient and Consumer Marketing Communications	www.mce-ama.com/2318				18-20 B		
Outsourcing and Virtual PharmaCo: Strategic Planning and Best Practices	www.mce-ama.com/2321			13-15 B			
Personalized Medicine: What it means for Pharma	www.mce-ama.com/2322		2-4 B				13-15 B
Pharmaceutical Product Management: Building Your Brand in the New Healthcare Environment	www.mce-ama.com/613	19-23 BC	23-27 G		25-29 B	15-19 G	6-10 BL 6-10 L
Preparing for your Future Management Role in the Pharma Industry	www.mce-ama.com/2338					21/11-3/12 B	
Securing Pharma Skills & Talent Management for Superior and Sustained Performance	www.mce-ama.com/2323	26-28 B				15-17 B	
Supply Chain Management in Pharma: Strategic Sourcing and Supply Chain Governance	www.mce-ama.com/2325		23-26 B			15-18 B	
The 5-day Mini MBA for the Pharmaceutical Industry	www.mce-ama.com/1429	25-29 D			20-24 W	18-22 B 24-28 A 24-28 D	15-19 G 15-19 P 28/11-2/12 A 29/11-3/12 MI

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The New Business Model in Pharmaceuticals	www.mce-ama.com/2255		2-4 G			21-23 A	6-8 G
Value-based Marketing in the Pharmaceutical Industry	www.mce-ama.com/2137		2-4 G		24-26 A	2-4 B	6-8 G
When Clinical Development Turns into Clinical Practice	www.mce-ama.com/2260	26-28 B				15-17 B	
Project Management							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Cost and Time Management in Projects	www.mce-ama.com/2234	26-28 B			11-13 B		
Implementing Your Strategy Through a Portfolio of Projects	www.mce-ama.com/2233	26-27 B					13-14 B
Managing Client Projects	www.mce-ama.com/2243		9-12 BL				13-16 L
Managing Risk in Projects	www.mce-ama.com/446		16-18 BL		18-20 M	22-24 B	13-15 P
Programme Management and Programme Office Support	www.mce-ama.com/2176	26-27 B				21-22 A	6-7 M
Project Management Accounting	www.mce-ama.com/2283					15-17 B	
Project Management for IT/IS Projects	www.mce-ama.com/740						6-10 B
Project Management: The Fundamentals	www.mce-ama.com/575	12-16 BC 25-29 D	16-20 L	20-24 W	24-28 A 24-28 D	15-19 BL	13-17 B
Quality Management in Projects	www.mce-ama.com/2235				25-27 B		
Strategy, Processes and Metrics							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Aligning IT Strategy and Corporate Business Strategy	www.mce-ama.com/2232		23-25 B				
Business Performance Management: Measuring and Managing Value Creation	www.mce-ama.com/2197			13-16 B 27-30 DUS		15-18 BLG	
Business Process Aligment for Strategy Implementation	www.mce-ama.com/2194		16-19 B		18-21 B		
Business Strategy for Managers	www.mce-ama.com/2195	5-8 BC			25-28 G 25-28 BC	28/11-1/12 A	6-9 L
Managing Performance in Public Organizations and International Institutions	www.mce-ama.com/2343					15-18 B	
Supply Chain Management							
Title	For details, visit:	JUL	AUG	SEPT	OCT	NOV	DEC
Aligning your Supply Chain Management to your Corp. Strat.	www.mce-ama.com/2224					15-17 B	
Briefing Workshop on Sustainability/Triple Bottom Line for Executives	www.mce-ama.com/2331		16-17 B				6-7 B

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