



CENTER FOR CONTINUING
PROFESSIONAL DEVELOPMENT
مركز التطوير المهني المستمر

أجندة ورشة عمل طريقة استخدام المنصة المميكنة لإصدار الموافقات على مواد التسويق والإعلان

Marketing Materials & Media Monitoring (PROMAT)

Topic	Lecturer	Date	Time
Registration			10:00 – 10:15 AM
Opening and definition of the importance of automating approvals for marketing and advertising materials	Dr.Moaz Masoud	Thursday 08/04/2021	10:15 – 10:30 AM
PROMAT features	Dr.Nglaa Gamal Dr.Michael Rifat Dr.Marwa Fawzy		10:30 – 11:30 AM
Break			11:30 AM – 12:30 PM
Practical training on using the platform's features and tracking files	Dr.Nglaa Gamal Dr.Michael Rifat Dr.Doaa Ahmed Dr.Samar El Fishawy Dr.Hanan Hussinen Dr.Marwa Fawzy		12:30 – 1:30 PM
FAQ	Dr.Nglaa Gamal Dr.Michael Rifat Dr.Marwa Fawzy		1:30 – 2:00 PM