

Services included in the rate

- Hotel 4* (including breakfast and dinner)
- Lunches and coffee breaks during the class sessions
- Teaching material (mainly digital)
- Personal Follow-up of each student during the course
- Diploma awarded by AASTMT and Valenciaport Foundation
- City tour
- Stationary: pens, book notes, folders, etc.

Course Duration: 50 hours 2weeks

Course Rate: 1500 €



Contacts :.

Port Training Institute:

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DIPLOMA IN

DEVELOPING STRATEGY & MARKETING PLAN FOR PORT SERVICES



A JOINT COURSE:
AASTMT-PTI & VALENCIA PORT FOUNDATION

Course Overview:

The lack of alignment between strategy development and the execution of marketing strategies is one of the main causes of low performance and loss of competitiveness in any company. This is not different in the port sector, making this alignment even more challenging. To succeed in positioning their services correctly in the current uncertain economic scenario, ports with high performance establish a clear and structured process for developing, executing and controlling their strategic and marketing actions. Given this context, in this course port executives will learn the best cases, methodologies and most used tools that could be applied to their ports.

The course will last two weeks. one week in Alexandria and one week in Valencia, the objective of the first week is to get a deeper knowledge about the functioning of the port industry and the importance of port services as a part of the international trade flow, Learn how to develop a strategic and marketing plan for Port Services, understand the way port services marketing is organized & identify the main customers for port services providers, the second week of the course to be held in Valencia, The objective of the second week is to learn how to set the competitive position of the port services provider within the market and its competitors, Develop a customer satisfaction strategy & Measure port services performance and its contribution to customer satisfaction

The first week:

Module 1 New business development

Module 2 Port performance and evaluation of marketing strategies



The second week:

Module 3 The Strategy: Competitive Position

Module 4 Marketing in the Port Industry

Each module will be supervised by a relevant, experienced (in teaching) and high level directive staff member from either AASTMT-PTI or Valencia port Foundation or from the Port Authority of Valencia Staff from port terminals or other companies might also intervene as teachers

Participants will take advantage from the vast training experience of both PTI and Valenciaport Foundation and will have a unique opportunity to learn on Port Strategy based on the new strategy being developed by Port of Valencia to adapt to a challenging maritime and port industry. Lecturers in Valencia will be Managers highly experienced in Port strategy and marketing.

Target group:

This program is designed for managers and professionals who want a firmer grasp of strategy, marketing, business development and performance measurement applied to ports.

