



TRAINING OFFER 2011 - 2014

L E A D E R S T O L E A D E R S

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PRESENTATION

As specialized advisors in strategic counseling and training in the academic and business field, **FACULTY BROKERS** has more than 25 years of experience giving courses, seminars and developing activities and events for post-graduates and professionals, not only in institutions and businesses, but also in business schools, universities, academies and other organisms.

Our business is to provide training and outreach in professional, cultural and entertainment fields.

Our training formula is tailored to the needs of the organizations, developing and giving courses, seminars, conferences and other training activities adapted or created specifically for the institution.

We offer:

- 1- Demonstrate for each topic the business **reality** and the topic environment.
- 2- Develop a **comprehensive** explanation of the topics in question.
- 3- Provide a permanent and complement **modeling** with **practice-oriented** case method.
- 4- Use, depending on the course or seminar, the necessary **technological** supports for improved learning.

LEVELS:

FB offers their training activities for different levels:

BEGINNER

This level is directed to those participants who, even if holding a position of responsibility, have never come into contact with the exposed subjects or to those who hold positions requiring general practical knowledge on those subjects.

ADVANCED

This second level is developed for professionals with some previous knowledge of the subject matter and who perform their duties in positions of responsibility and decision-making executive capacity. They are looking to broaden their knowledge.

SPECIALISED

At this level FB offers high quality expertise tailored specifically to the professional, business or institution needs, these programs are developed "ad hoc".

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PROGRAM

- Each learning activity is elaborated based on the general state of the company or institution in order to academically develop the program for participants from different backgrounds. The most adequate trainers are selected for this purpose.
- The seminars or courses can be adapted in level and approach in accordance with the sector and activity of the business or institute, or may be academically orientated in the case of educational centers or business schools.
- In special cases, specific information from the business, institution or centre is needed in order to make the appropriate adjustments in the program, case studies and activities to be deployed.
- Additional more specialized courses with a specific topic may be added to the seminars and courses presented herein to which specific professional trainers would be selected.
- Intensive courses with complimentary leisure time activities at the weekend or during holidays are possible.
- In all courses or seminars, group workshops, simulations or case studies are held which are followed by discussion and debate.
- In all courses or seminars, adequate materials and technology are used based on the characteristics thereof including: Online access, projectors, real company examples (audiovisual or printed material) and recorded case studies and success stories on video for posterior analysis.

- All training programs can be supplemented by parallel activities: Conferences, lectures and panel discussions with leading professionals and guided tours to companies and institutions of interest.
- All the offers listed below are taught on the beginner, advanced and specialized levels. The duration and intensity of these courses are tailored to the needs of the business or institution and to the participant profile.

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DIRECTIVE AND MANAGEMENT SKILLS :

TITLE	DESCRIPTION
"EMOTIONAL INTELLIGENCE IN A LEADER"	Knowledge of techniques of Emotional Intelligence control for optimal application in leadership.
"EFFECTIVE COMMUNICATION TECHNIQUES"	Acquisition of effective communication techniques aimed at audiences in different settings. Spokespersonship
"LEADERSHIP TECHNIQUES AND QUALITIES"	Learning, knowledge, research and enhancement of leadership qualities.
"COACHING"	Training in the most advanced techniques to develop effective Coaching.
"BUSINESS STRATEGY"	Development of Coaching skills for a positive leadership approach.

DIRECTIVE AND MANAGEMENT SKILLS: (CONTINUED):

TITLE	DESCRIPTION
"EMOTIONAL INTELLIGENCE IN WORKING RELATIONSHIPS"	Learning and implementing the use of Emotional Intelligence to improve labour relations inside the business or organization environment.
"BUSINESS STRATEGY"	Training in the technique, management and implementation of corporate strategic management at the corporate and competitive level.

COMMUNICATION:

TITLE	DESCRIPTION
"COMPREHENSIVE MANAGEMENT OF COMMUNICATION IN THE COMPANY"	Learning techniques and implementation of communication tools and their application in different business and institutional environments.
"COMMUNICATION PLANNING STRATEGY"	Training in developing effective strategic communication plans in crisis situations.
"CRISIS COMMUNICATION MANAGEMENT"	Acquisition of techniques and protocols in communications for prepared action in crisis situations.
"EFFECTIVE MANAGEMENT OF PRESS RELATIONS"	Acquisition of techniques for managing press relations for communication and an effective outreach on public opinion.
"EFFICIENT MANAGEMENT OF PUBLIC RELATIONS"	Acquisition of knowledge and skills in the management of the right tools for the development of P.R., business, institutional and corporate communications.

PROTOCOL:

TITLE	DESCRIPTION
"USE OF SOCIAL PROTOCOL"	Acquisition of necessary use and knowledge of social protocol for diverse situations.
"ACADEMIC PROTOCOL"	Training in the necessary techniques of academic protocol in applied situations.
"SPORT AND METHOD PROTOCOL"	Aprendizaje de las normas, usos y técnicas de los diversos protocolos y modalidades deportivas.
"APPLIED TOURISM PROTOCOL"	Acquisition of rules, use and techniques of the diverse sport and method protocols.
"MANAGEMENT AND BUSINESS APPLICATION PROTOCOL"	Acquisition of the necessary knowledge for the application of protocol techniques in business, work and negotiation settings.
"PERSONAL IMAGE PROJECTION AND USE"	Learning effective techniques to achieve a good personal image and its usefulness in social, institutional and business relationships.
"ETIQUETTE USE AND APPLICATION"	Knowledge of the practices, rules, customs and good manners in different official, business and private settings for an optimum personal and professional projection.
"OFFICIAL PROTOCOL MANAGEMENT: NATIONAL AND INTERNATIONAL."	Learning of the skills necessary for the development and adaptation of official relations in National and International situations.
"PROTOCOL MANAGEMENT IN DIFFERENT CULTURES"	Learning of techniques, practices and customs of the applied protocols in different cultures and their institutional and business application.

PROTOCOL (CONTINUED):

TITLE	DESCRIPTION
"CHILD BEHAVIOR EDUCATION PROTOCOL"	Introduction to natural learning protocol applications and adequate forms of coexistence and behavior in different settings directed to children.
"ECOLOGY PROTOCOL"	Learning the responsible use and application of business, institutional and social protocol consistent with sustainable environments.
"STEWARDSHIP" (LEVELS I Y II)	Knowledge and learning specialized techniques and skills of attention and coordination responsibility for stewardship.

RECREATION AND LEISURE TIME ACTIVITIES:

TITLE	DESCRIPTION
"PLANNING AND ORGANIZING RECREATION AND LEISURE ACTIVITIES"	Learning organizational and planning techniques for recreation and leisure activities and the suitability for various publics.
"MANAGEMENT OF RECREATIONAL AND LEISURE TIME ACTIVITIES"	Acquisition of management skills for optimum business or leisure time organism management.
"RECREATION AND LEISURE TIME ACTIVITY DESIGN"	Training in the ability to create and design appropriate recreation and leisure activities in different environments and for different audiences.

TOURISM:

TITLE	DESCRIPTION
"TOURISM PLANNING AND MANAGEMENT"	Learning the knowledge and applications of tourism development activities and management thereof.
"DESIGNING TOURISM PACKAGES"	Training in proper techniques for the creation and design of tour packages and programs tailored to the needs of different audiences and business environments.

MARKETING:

TITLE	DESCRIPTION
"INITIATION TO MARKETING"	Beginner learning skills to the knowledge development and application techniques of marketing in various business and institutional environments.
"THE MARKETING PLAN"	Training approach and choice of different tools and techniques in developing a marketing plan in various settings.
"ONLINE MARKETING"	Training in the techniques of planning and choice of tools for optimal management of online marketing.
"EFFECTIVE MANAGEMENT OF SOCIAL NETWORKS"	Learning techniques and management skills of the "Community Manager" in social networks.

SPORTS:

TITLE	DESCRIPTION
"SPORTS MARKETING"	Learning techniques and tools for marketing planning in sport.
"SPORTS PROTOCOL"	Protocol learning techniques applied to sports, activities and events.
"SPORTS COMPETITION AND EVENT ORGANIZATION"	Training in the creation, planning, development, implementation and management of events and macro sporting events.
"SPORTS SPONSORSHIP"	Acquisition of knowledge and skills for the development of sponsorship activities in the sport environment.
"PLANNING SPORTS ACTIVITIES"	Learning the skills, models and techniques of effective planning of sports activities in different environments.
"SPORT FACILITY MANAGEMENT"	Training in management and leadership techniques in different types of sport facilities.
"ORGANIZATION AND MANAGEMENT ACTIVITIES AND EVENTS FOR CHILDREN"	Learning knowledge and skills necessary for optimal adaptation techniques for organizing sports events aimed at children and youth.

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COMMUNICATION AND SOCIAL NETWORKS:

TITLE	DESCRIPTION
"THE COMMUNITY MANAGER"	Introduction into the learning a profession that gives so much to talk about. What is and what is not what tools should be handled and what features should be functioning in a business and institutional environment.
"SOCIAL NETWORKS AND BUSINESS"	Acquisition of the main technical principles of content management and maintaining and managing business reputation online.
"CRISIS MANAGEMENT"	Learning techniques to manage communication crisis in a company on social networks as well as in the traditional media.

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I+T FOR BUSINESSES AND ORGANIZATIONS

THE I+T CONCEPT

I+T is a set of activities that provide a unified method of INCENTIVE and TRAINING, reaching a great motivational and productivity redemption at executive levels of Human Resources but with a 50% reduction in costs of both actions separately.

I+T is not a reward for goals achieved but an encouragement to reach business objectives with educational support and reinforcement of corporate culture.

OUR FÓRMULA: + (TRAINING + MOTIVATION) = + PRODUCTIVITY

I+T is aimed at middle management and executive-level managers.

The I+T program is configured as a specialized training action in wide entertainment and leisure format with special activities tailored 100% to the specific organization.

FACULTY BROKERS develops the I+T programs with a previous study of the needs of the organization and deploying nationally and internationally unique spaces with the possibility inside the frame of sporting, cultural and leisure events.

SOME TOPICS IN THE FACULTY BROKERS I+T PROGRAMS:

- **BUSINESS PROTOCOL:** In its application to business management and customer care and loyalty.
- **LEADERSHIP:** How to direct teams towards goals using the most optimal tools of motivation and overcoming personality conflict
- **MANAGEMENT OF HIGH PERFORMANCE TEAMS:** Where the overall yield is greater than the result of individual efforts.
- **COMPREHENSIVE COMMUNICATION:** Communication tools and the combining thereof as a strategic asset for the organization.
- **ONLINE:** The sales and marketing applications of communication technologies and information.
- **EVENT ORGANIZATION:** Planning, comprehensive management and deployment techniques.
- **PRESS RELATIONS:** Information management of the company as a source for the visibility and positioning of its image.
- **OTHER SPECIALIZED TOPICS OF THE FB TRAINING OFFER**

ACTIVITIES IN PARALLEL TO TRAINING PROGRAMS:

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- **OUTDOOR ACTIVITIES:** Mountaineering, sailing, geocoaching, orientation, skiing, equestrian activities, gymkhanas, initiation to air-flight sports, adventure sports, paintball...
- **GASTRONOMIC SESSIONS:** Meetings with leading chefs, wine tasting courses, etc.
- **CULTURAL ACTIVITIES:** Guided tours, conferences, talks, forums...
- **OTHER ACTIVITIES "AD HOC".**

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