

<b>Training Title</b>	MARKETING FOR SERVICES
<b>Trainer</b>	Carole Assaf
<b>Date &amp; Time</b>	<b>Date:</b> May 18-20-21, 2026 <b>Time:</b> 14:00 PM – 17:30 PM
<b>Venue</b>	<b>Lebanese Training Center</b> – Sanayeh, CCIAB Bldg. – 6 <sup>th</sup> Floor
<b>Target Audience</b>	<p><b>Primary Audience</b></p> <ul style="list-style-type: none"> <li>• <b>Hospitality &amp; Tourism:</b> hotel managers, event planners, travel agencies, and tour operators seeking to elevate guest satisfaction and service branding.</li> <li>• <b>Food &amp; Beverage (F&amp;B):</b> restaurant owners, café operators, catering services, and delivery platforms aiming to strengthen loyalty and digital presence.</li> <li>• <b>Healthcare &amp; Wellness:</b> clinics, hospitals, spas, fitness centers, and wellness providers focused on trust-building and patient/customer journey optimization.</li> <li>• <b>Retail &amp; E-commerce Services:</b> retail chains, online platforms, and customer service teams working to deliver seamless omnichannel experiences.</li> </ul> <p><b>Secondary Audience</b></p> <ul style="list-style-type: none"> <li>• <b>Financial &amp; Professional Services:</b> banks, insurance companies, consultancies, and law firms looking to enhance credibility and relationship marketing.</li> <li>• <b>Education &amp; Training Services:</b> universities, training centers, private schools, and online learning platforms striving to improve student experience and brand positioning.</li> <li>• <b>Telecom &amp; Technology Services:</b> telecom operators, IT service providers, and SaaS companies aiming to refine customer support and subscription engagement.</li> </ul> <p><b>Ideal Participant Profile</b></p> <ul style="list-style-type: none"> <li>• Mid-level managers and executives responsible for service delivery, customer experience, and marketing strategy.</li> <li>• Entrepreneurs and startups in service industries seeking competitive differentiation.</li> <li>• Marketing and HR professionals designing customer-focused strategies and training programs.</li> </ul>

<p><b>Outline</b></p>	<p><b>SESSION I:</b> Service identification, characteristics, and related pricing strategies</p> <ul style="list-style-type: none"> <li>• Unique characteristics of services (intangibility, inseparability, variability, perishability).</li> <li>• Differences between product vs. service marketing.</li> <li>• Internal, External, and Interactive Marketing.</li> <li>• Marketing Mix: How many P's</li> <li>• What do we price in the Service Industries?</li> </ul> <p><b>SESSION II:</b> Building quality and loyalty. Channels strategies</p> <ul style="list-style-type: none"> <li>• Service quality models (SERVQUAL, GAP model)</li> <li>• Importance of customer satisfaction, loyalty, and “moments of truth</li> <li>• Do we distribute a service?</li> </ul> <p><b>SESSION III:</b> Integrated marketing communication, branding strategies in a digital world.</p> <p>Growth Strategies</p> <ul style="list-style-type: none"> <li>• Branding &amp; Communication</li> <li>• Digital Marketing &amp; CRM</li> <li>• Final Integration &amp; Action Planning Growth Strategies</li> </ul>
<p><b>Learning Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Understand the unique nature of services marketing</li> <li>• Apply the Services Marketing Mix</li> <li>• Analyze and influence customer behavior</li> <li>• Progress branded communication strategies</li> </ul>