



Project & Contract Management

Project & contract management

Course Introduction

In this course delegates will understand the structured process of how to build a marketing plan customized for their situation. They will find out how marketing planning works and how they should document their ideas in a marketing plan. They will become competent in developing a marketing plan by going through a number of stages of the marketing planning process. They will work with practical checklists at each stage that enable them to formulate the right questions. They will master the key elements of a complete marketing plan.

Target Audience

Project Manager

* Business Administrator

* Marketing Coordinator

* Account Executive

* Chief Operating Officer

* Operations Manager

* Executive Administrative

* Risk Manager

* Program Manager

* Business Analyst

* Quality Control Coordinator

* Assistant Manager

* Team Leader

- * Senior Supervisors
- * Researcher
- * Entrepreneur
- * Management Consultant
- * Public Relations Director

Learning Objectives

- How to analyze the external and internal environment.
- What segments of the market to target and how to choose a proper positioning.
- How to set marketing and financial objectives
- How to decide on strategies for products, pricing, channels, and communication
- What sales forecasting technique to use

Course Outline

- **Day 01**

Principles of Contracts

- Defining a Contract
- Elements of a Contract
- Express and Implied Contracts
- Problems in Preparing and Managing Contracts

Contract Preparation

- Stages of Contract Preparation and Management
- Contract Provisions
- Evaluation of Internal and External Resources
- Contracting Methods

- Developing Scope of Work
- Problems with Badly Written Scope of Work
- Evaluation Criteria (Musts and Wants)
- Terms and Conditions

• Day 02

Contract Types and Strategies

- One or Several Contracts
- Fixed Price Contracts
- Cost Reimbursable Contracts
- Time and Material Contracts
- Incentive Terms
- Payment Terms
- Bonds and Retention

• Day 03

The Tendering Stage

- Alternative to Tendering
- Objectives of Tendering
- Tendering Procedures
- Evaluation of Bidders
- Pre-Qualification Criteria
- Invitation to Tender
- Receipt and Opening of Bids
- Tender Evaluation
- Role of Tender Evaluation Committees
- Different Pricing Methods
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- Whole Life Cost
- Value for Money
- Online Reverse Auction

• Day 04

Contract Administration

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- Purpose of Contract Administration
- Aspects to Manage
- Contract Administration Tools

- Documents Needed to Administer a Contract Role of Contract Administrator/
Focal Point(s)

- **Day 05**

Claims and Variation Orders

- Breach of Contract
- Damages
- Force Majeure
- Changes and Modifications
- Lessons Learned
- Alternative Dispute Resolution
- Negotiation
- Mediation
- Arbitration
- Litigationproving value for money

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 21, 2025	Dec. 25, 2025	5 days	4250.00 \$	KSA - Riyadh