

# Pioneers Integrated Solutions (PIS)



## Training Plan Year 2026 “Commercial & Customer Operations Sector”



# Table of Contents

<b>About Pioneers Integrated Solutions (PIS)</b> .....	3
<b>PIS's Clients</b> .....	4
<b>PIS's Training Venues</b> .....	6
<b>PIS's Training Methodology</b> .....	7
<b>PIS Learning Solutions:</b> .....	9
<b>Commercial &amp; Customer Operations Sector</b> .....	12
<b>1. Sales, Marketing and Customer Service (SMC)</b> .....	12
<b>2. Tourism and Hospitality (TCH)</b> .....	19
<b>Contact Us</b> .....	23



# About Pioneers Integrated Solutions (PIS)

**About PIS: At a Glance** Pioneers PIS is a globally recognized ISO-certified training and consultancy company. Since



2012, we have empowered over 20,000 professionals across Asia, North America, Europe, and Africa with the skills to enhance performance, increase productivity, and drive business success.

## Our Vision

Pioneers Integrated Solutions' vision is to become the largest and best provider of training for students, recent graduates, engineers, and professionals in all fields in Egypt and worldwide.

**Our Mission** To deliver high-quality inspections, value-added consultancy, and comprehensive training programs that enhance knowledge and expertise across all industries.



**Our Core Values** Our client-centric approach is built on a foundation of:

Mastery & Excellence in everything we do.

Innovation & Reliability in our services and solutions.

Integrity & Commitment to our clients' success.

## Why Choose Pioneers PIS?

We are the strategic partner for organizations and professionals seeking to excel. Our unique strengths include:

**Global Expertise, Local Presence:** Operating from key industry hubs including Cairo, Riyadh, Abu Dhabi, and Hollywood.

**Tailored Solutions:** Offering both public courses and customized in-house training designed for the Oil, Gas, Energy, and Petrochemicals sectors and beyond.

**Elite Trainers:** Our team includes Harvard-certified professionals, PhDs, and industry-leading experts dedicated to delivering relevant, high-impact content.

## Proven Track Record:

**1,000+** Courses Completed

**15,000+** Delegates Trained

**15+** Countries Served

## Who We Serve

**Organizations:** We provide qualifying facilities for compliance (e.g., National Food Safety Authority) and deliver tailored training to meet specific strategic goals.

**Engineers & Professionals:** We offer specialized consultancy and inspection services to drive industry excellence.

**Students & Graduates:** We build foundational competency through courses in Total Quality Management (TQM), Lean Six Sigma, and other critical fields.



Let us help you achieve your goals. Partner with Pioneers PIS to build a more skilled, efficient, and successful future.



# PIS's Clients

**PIS Training: Where Strategy Meets Execution:** For over a decade, we've empowered more than 20,000 professionals and organizations to not just adapt to the future, but to define it. We move beyond theory to deliver the actionable skills and strategic insights that drive real-world results.

## Your Partner in Transformation:

- **Future-Proof Curriculum:** Don't follow trends; master them. Our courses are built on the cutting edge of industry needs.
- **Provable Expertise:** Our certifications are more than a credential—they are a recognized signal of mastery and commitment.
- **Tailored Empowerment:** We transform your team's potential into a measurable competitive advantage.

Ready to build a workforce that leads? Let's architect your success like ours clients



# PIS Learning Solutions

## Flexible Delivery for Modern Challenges

We understand that effective learning happens in different ways. That's why we offer our expert-led courses across multiple platforms, ensuring a powerful and convenient experience that fits your purpose, schedule, and organizational needs.

### 1. Onsite / In-House Training

**The Solution:** We bring the training directly to your team, at your location.

**The Benefit:** Perfect for training entire teams or departments on company-specific procedures, fostering teamwork, and building a unified culture of excellence. Maximizes relevance and direct application to your unique environment.

### 2. Public Training Events

**The Solution:** Engage in our open-enrollment courses held at premium hotel or resort facilities.

**The Benefit:** Offers a dedicated learning environment away from daily distractions. Provides invaluable networking opportunities with peers from other leading organizations, fostering the exchange of ideas and best practices.

### 3. Virtual / Online Training

**The Solution:** High-quality, interactive learning delivered live online by our expert facilitators.

**The Benefit:** A flexible and cost-effective solution for geographically dispersed teams. Experience the engagement of a real classroom with the convenience of logging in from anywhere, without compromising on the quality of interaction or dedication of our trainers.

**No matter how you learn best, we deliver the same standard of excellence, practical content, and expert guidance.**



# PIS's Training Venues

## Learn in the World's Most Inspiring Cities

With a presence in over 30 global hubs, we bring world-class training to your doorstep. Whether you're looking to immerse your team in a local session or send delegates to an international flagship event, our global network ensures a premier learning experience everywhere we operate.

## Explore a Selection of Our Premier Destinations:



## Ready to find your ideal learning destination?

Browse our full list of venues and upcoming courses to start your journey.

[Search Courses by Location](#) or [Contact Us for In-House Training](#)

# PIS's Training Methodology

**The PIS 360° Learning Impact Model:** At PIS Learning Solutions, we believe effective training is a strategic process, not a single event. Our methodology is a holistic cycle designed to ensure knowledge is not just absorbed, but applied, retained, and measured for a clear return on your investment.

**Our 360° Learning Impact Model is built on four distinct phases:**

## **Phase 1: ANALYZE & ALIGN** *(Before the Training)*

We begin by understanding your unique world. This phase ensures the training is perfectly tailored to your specific challenges and business objectives.

- **Needs Analysis:** We conduct consultations to identify specific skills gaps, performance issues, and strategic goals.
- **Customization:** Course content, case studies, and examples are tailored to your industry, company culture, and even your specific projects.
- **Pre-Assessments:** Where applicable, we benchmark participants' current knowledge to measure growth accurately.

**Outcome:** A training program that is a strategic solution, not just a generic course.

## **Phase 2: ENGAGE & EXPERIENCE** *(During the Training)*

Learning is most effective when it's active and engaging. We move beyond lecture-based teaching to create an immersive learning environment.

- **Expert-Led Delivery:** Our trainers are seasoned industry professionals who bring real-world experience and practical insights, not just theoretical knowledge.
- **Interactive Learning:** We utilize a dynamic mix of:
  - **Case Studies:** Real-world scenarios relevant to your sector.
  - **Practical Workshops:** Hands-on exercises to apply concepts immediately.
  - **Group Discussions & Role-Plays:** Foster collaboration and problem-solving.
  - **Technology-Enhanced Learning:** Use of digital tools and platforms to increase engagement.
- **Safe Learning Environment:** We encourage open dialogue, questions, and the freedom to practice new skills without fear of failure.

**Outcome:** An engaging and practical learning experience that builds confidence and competence.

## **Phase 3: APPLY & SUSTAIN** *(After the Training)*



The true value of training is revealed back on the job. We provide tools and support to bridge the gap between the classroom and the workplace.

- **Action Planning:** Participants create personalized plans to implement their new skills immediately.
- **Job Aids & Resources:** Access to digital toolkits, templates, and reference materials for ongoing support.
- **Reinforcement Modules:** Optional short follow-up sessions (e.g., virtual check-ins) to refresh key concepts and address challenges.
- **Manager Support:** We provide guides for managers to coach and reinforce the learning within their teams.

**Outcome:** Successful transfer of learning, leading to improved individual and organizational performance.

#### **Phase 4: MEASURE & IMPROVE (Evaluating Impact)**

We prove our value by measuring the results. This phase closes the loop, providing data-driven insights into the training's effectiveness and ROI.

- **Kirkpatrick Model Evaluation:**
  - **Level 1: Reaction:** Measure participant satisfaction and immediate feedback.
  - **Level 2: Learning:** Assess the increase in knowledge and skills through post-training assessments.
  - **Level 3: Behavior:** Evaluate the application of skills on the job through surveys and manager feedback (3-6 months post-training).
  - **Level 4: Results:** Work with you to measure the business impact (e.g., increased productivity, reduced errors, higher sales, improved safety records).
- **Continuous Improvement:** We use this data to continuously refine and improve our course content and delivery.

**Outcome:** Tangible proof of value and a partnership focused on continuous improvement and your success.

# PIS Learning Solutions:

## 2026 Strategic Training Framework Aligned with Saudi Vision 2030

**Our Vision for 2026:** To be the **undisputed strategic training partner** for organizations contributing to the Saudi Vision 2030. We are committed to building a **future-ready Saudi national workforce** by delivering specialized training that develops the core competencies required to achieve the Vision's goals of a vibrant society, a thriving economy, and an ambitious nation.

**Introduction:** This framework is our blueprint for empowering the Kingdom's human capital. Each of our **28 sectors** is meticulously aligned with the key pillars and goals of **Vision 2030**. We don't just offer courses; we deliver targeted training interventions that directly support the diversification, modernization, and professionalization of the Saudi economy, fostering a culture of excellence, innovation, and global competitiveness.

### Strategic Alignment: How Our Sectors Power Vision 2030

We have mapped our training sectors to the three core themes of Vision 2030:

**1. A Vibrant Society (Building a Productive and Capable Nation)** Our programs under this pillar focus on social development, public service efficiency, and cultural enrichment.

- **HSE (Health, Safety, Security & Environment):** Supports a thriving and well-maintained society.
- **HMH (Hospital Management & Healthcare):** Directly enables the "Healthier Lives" initiative to improve healthcare services.
- **TCH (Tourism & Hospitality):** Empowers the workforce for the "Vibrant Society" and "Entertainment" giga projects (e.g., NEOM, Red Sea Project).
- **MLG (Municipality Services & Urban Development):** Develops skills for modernizing public administration and building sustainable cities.
- **LND (Learning & Development):** Builds the capacity of Saudi trainers and educators, creating a self-sustaining ecosystem of learning.

**2. A Thriving Economy (Unlocking Capabilities & Economic Diversification)** This is our core focus, with sectors designed to fuel the non-oil economy, privatize industries, and attract investment.

- **PWL (Procurement, Logistics & SCM):** Builds the backbone of a logistics hub, a key goal for becoming a global trade connector.
- **BKI (Banking & Investment):** Develops the financial sector to support private sector growth and FDI.
- **OIL (Oil & Gas): Critical:** Provides advanced training to **saudize** the energy sector and maximize value from the Kingdom's core resources.
- **ITN (Information Technology):** Fuels the "Digital Transformation" and "Innovation" goals, building skills in AI, cybersecurity, and cloud computing.
- **CCE/MAE/EEE/MEM (Engineering Sectors):** Provides the technical expertise for giga-projects and industrial diversification (e.g., manufacturing, renewables).
- **QAP (Quality & Productivity):** Instills a culture of efficiency and excellence in Saudi businesses, enhancing global competitiveness.



**3. An Ambitious Nation (Effective Governance & Strategic Leadership)** Our programs here focus on strengthening public sector effectiveness, regulatory frameworks, and national leadership.

- **MLD (Management & Leadership):** Develops the next generation of Saudi leaders in both public and private sectors.
- **HRM (Human Resources):** Modernizes HR practices to attract, retain, and develop top national talent.
- **LTC (Legal & Contract Management):** Strengthens the legal and contractual frameworks essential for international business and protecting national interests.
- **TRM (Tax & Revenue Management):** Supports the development of a robust non-oil revenue system (e.g., Zakat, Tax, VAT).
- **POC (Customs and Port):** Enhances the efficiency of trade gateways, facilitating the flow of goods and supporting economic growth.

### **Our Commitment to the Kingdom:**

- **Localized Content:** Our courses will incorporate Saudi-specific case studies, regulations, and cultural contexts.
- **Saudization Support:** We are committed to knowledge transfer, developing Saudi trainers, and partnering with local institutions to build internal capabilities.
- **Strategic Partnerships:** We seek to collaborate with government entities (e.g., HRSD, TVTC), semi-government organizations, and private sector leaders on national upskilling initiatives.

**Is your organization aligned with Vision 2030?** Your success is the Kingdom's success. Partner with PIS to ensure your team possesses the **critical skills** to lead, innovate, and excel in the new Saudi economy.

### **Let us help you:**

- **Saudize your workforce** with certified competency.
- **Win contracts** in giga-projects with a highly skilled team.
- **Improve productivity and quality** to international standards.
- **Navigate the evolving regulatory and economic landscape.**

# Commercial & Customer Operations Sector Sales, Marketing and Customer Service (SMC)



**Focus:** Developing financial acumen, advanced budgeting and forecasting techniques, and ensuring regulatory compliance and robust internal controls.

**Audience:** Finance professionals, accounting staff, auditors, and business unit leaders requiring fiscal management skills.



## Commercial & Customer Operations Sector

The Commercial & Customer Operations Sector is the engine of revenue generation and the primary architect of the customer experience for any organization. Its core mission is to strategically attract, acquire, and retain customers, ensuring that every interaction adds value and builds lasting loyalty. This sector sits at the critical intersection between the company's offerings and the market, driving growth and ensuring customer satisfaction.

It is typically divided into specialized units to effectively address different facets of the customer journey and market landscape. Two of its most crucial subunits are **Sales, Marketing and Customer Service (SMC)** and **Tourism and Hospitality (TCH)**.

### 1. Sales, Marketing and Customer Service (SMC)

This unit manages the end-to-end customer lifecycle, from first awareness to post-purchase support and retention.

#### Focus:

The SMC group is focused on **orchestrating a seamless, profitable, and positive customer journey**. This involves:

- **Demand Generation:** Creating awareness and interest in the company's products or services through strategic marketing campaigns.
- **Revenue Conversion:** Turning leads and prospects into paying customers through effective sales strategies and execution.
- **Relationship Management:** Providing exceptional pre- and post-sales support to resolve issues, ensure satisfaction, and foster long-term loyalty.
- **Brand Building:** Developing and maintaining a strong, positive brand reputation that resonates with the target audience.
- **Market Intelligence:** Continuously gathering and analyzing customer data and market trends to inform strategy and optimize tactics.

#### Target Audience:

The SMC unit engages with a broad spectrum of audiences, both internal and external.

- **Prospects & Leads:** Individuals or businesses who have shown interest but have not yet purchased.
- **Existing Customers:** The current user base, requiring support, upselling, and relationship nurturing.
- **Internal Stakeholders:** Product development teams (providing customer feedback), finance (revenue reporting), and leadership (strategic updates).
- **Marketing & Sales Channels:** Partners, affiliates, and agencies that help extend the reach of the company's message and sales efforts.

## Sales, Marketing and Customer Service (SMC)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_SMC_26_001	Achieving Marketing Excellence in Service Organizations	04 – 08 JAN	Istanbul	\$5,950
PIS_SMC_26_002	Digital Marketing Strategy	04 – 08 JAN	Cairo	\$5,250
PIS_SMC_26_003	Advanced Customer Service Management	11 – 15 JAN	Riyadh	\$5,250
PIS_SMC_26_004	Distribution Channel Marketing Management	11 – 15 JAN	Dubai	\$5,250
PIS_SMC_26_005	Advanced Digital Marketing Strategies and Techniques	18 – 22 JAN	Jeddah	\$5,250
PIS_SMC_26_006	Market Leadership and Marketing Strategies	18 – 22 JAN	Cairo	\$5,250
PIS_SMC_26_007	Advanced Selling Skills and Business Development Strategies	25 – 29 JAN	Paris	\$5,950
PIS_SMC_26_008	Market Research and Intelligence	25 – 29 JAN	Madrid	\$5,950
PIS_SMC_26_009	Agile Product Management	01 – 05 FEB	Istanbul	\$5,950
PIS_SMC_26_010	Marketing Communication	01 – 05 FEB	London	\$5,950
PIS_SMC_26_011	Basic Customer Service	08 – 12 FEB	Cairo	\$5,250
PIS_SMC_26_012	Marketing for Better Results	08 – 12 FEB	Antalya	\$5,950
PIS_SMC_26_013	Beyond Customer Service - Building a Customer Centric Organization	15 – 19 FEB	Kuala Lumpur	\$5,950
PIS_SMC_26_014	Marketing Leadership Development	15 – 19 FEB	Jeddah	\$5,250
PIS_SMC_26_015	Brand Management	22 – 26 FEB	Istanbul	\$5,950
PIS_SMC_26_016	Marketing Professional	22 – 26 FEB	Dubai	\$5,250
PIS_SMC_26_017	Certified Sales Manager	01 – 05 MAR	Cairo	\$5,250
PIS_SMC_26_018	Marketing Strategies and Planning	01 – 05 MAR	Istanbul	\$5,950
PIS_SMC_26_019	Client Management Strategies for Retention and Growth	08 – 12 MAR	Barcelona	\$5,950
PIS_SMC_26_020	Mastering Sales and Marketing in the Age of New social media	08 – 12 MAR	London	\$5,950



## Sales, Marketing and Customer Service (SMC)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_SMC_26_021	Coaching Customer Service Skills	15 – 19 MAR	Riyadh	\$5,250
PIS_SMC_26_022	Mastering Sales Management Fundamentals	15 – 19 MAR	Abu Dhabi	\$5,250
PIS_SMC_26_023	Consultative Selling Skills	22 – 26 MAR	Alexandria	\$5,250
PIS_SMC_26_024	Distribution Channels - Optimizing Market Penetration	22 – 26 MAR	Paris	\$5,950
PIS_SMC_26_025	Advanced Customer Service Skills	29 MAR – 02 APR	Dubai	\$5,250
PIS_SMC_26_026	Effective Help Desk Specialist Skills	29 MAR – 02 APR	Riyadh	\$5,250
PIS_SMC_26_027	Content Marketing	05 – 09 APR	Madrid	\$5,950
PIS_SMC_26_028	FMCG Sales	05 – 09 APR	London	\$5,950
PIS_SMC_26_029	Corporate Identity and Brand Management	12 – 16 APR	Antalya	\$5,950
PIS_SMC_26_030	Internal Communications Master Class	12 – 16 APR	Cairo	\$5,250
PIS_SMC_26_031	Creating a Marketing Plan for Business-to-Business	19 – 23 APR	London	\$5,950
PIS_SMC_26_032	Internet and Social Media Marketing	19 – 23 APR	Cairo	\$5,250
PIS_SMC_26_033	Creative Retail Selling and Visual Merchandising	26 – 30 APR	Istanbul	\$5,950
PIS_SMC_26_034	Key Account Management - Establishing Profitable Customer Relationships	26 – 30 APR	Sharm El Sheikh	\$5,250
PIS_SMC_26_035	Customer - Focused Selling Strategies	03 – 07 MAY	Vienna	\$5,950
PIS_SMC_26_036	Sales and Operation Planning (S&OP)	03 – 07 MAY	Cairo	\$5,250
PIS_SMC_26_037	Major Accounts Selling - Negotiating and Winning RFPs	10 – 14 MAY	Istanbul	\$5,950
PIS_SMC_26_038	Sales Management Best Practices for Building a World-Class Sales Team	10 – 14 MAY	Dubai	\$5,250
PIS_SMC_26_039	Customer Centricity	17 – 21 MAY	Istanbul	\$5,950
PIS_SMC_26_040	Service Desk Analyst (SDA)	17 – 21 MAY	Paris	\$5,950



## Sales, Marketing and Customer Service (SMC)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_SMC_26_041	Managing Customers for Competitive Advantage	24 – 28 MAY	Cairo	\$5,250
PIS_SMC_26_042	Social Media Marketing and Networking	24 – 28 MAY	Cairo	\$5,250
PIS_SMC_26_043	Customer Complaints Handling and Management	31 MAY – 04 JUN	Kuala Lumpur	\$5,950
PIS_SMC_26_044	Strategic Brand Management	31 MAY – 04 JUN	Abu Dhabi	\$5,250
PIS_SMC_26_045	Measuring and Managing Customer Satisfaction	07 – 11 JUN	Istanbul	\$5,950
PIS_SMC_26_046	Strategic Pharma Marketing	07 – 11 JUN	Dubai	\$5,250
PIS_SMC_26_047	Customer Experience Perfection for Modern Managers	14 – 18 JUN	Alexandria	\$5,250
PIS_SMC_26_048	Strategic Selling and Value Propositions for Business to Business (B2B)	14 – 18 JUN	Istanbul	\$5,950
PIS_SMC_26_049	Mobile Marketing	21 – 25 JUN	Amsterdam	\$5,950
PIS_SMC_26_050	Successful Sales Performance and Account Management	21 – 25 JUN	Vienna	\$5,950
PIS_SMC_26_051	Customer Focused Management	28 JUN – 02 JUL	Dubai	\$5,250
PIS_SMC_26_052	Taking Ownership and Accountability	28 JUN – 02 JUL	Istanbul	\$5,950
PIS_SMC_26_053	Personal Branding and Reputation Management in the Modern Workplace	05 – 09 JUL	Cairo	\$5,250
PIS_SMC_26_054	Telephone Customer Service	05 – 09 JUL	Istanbul	\$5,950
PIS_SMC_26_055	Customer Profiling Techniques and Procedures	12 – 16 JUL	Sharm El Sheikh	\$5,250
PIS_SMC_26_056	The Art and Science of Conceptual Selling	12 – 16 JUL	Cairo	\$5,250
PIS_SMC_26_057	Managing Marketing Communications for Business-to-Business	19 – 23 JUL	Istanbul	\$5,950
PIS_SMC_26_058	The Sales and Marketing Management MBA	19 – 23 JUL	Cairo	\$5,250
PIS_SMC_26_059	Customer Relations and Business Development Skills	26 – 30 JUL	Dubai	\$5,250
PIS_SMC_26_060	Upselling and Cross selling	26 – 30 JUL	Istanbul	\$5,950



## Sales, Marketing and Customer Service (SMC)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_SMC_26_061	Managing Service Quality and Customer Satisfaction	02 – 06 AUG	Kuala Lumpur	\$5,950
PIS_SMC_26_062	Value-Based Marketing	02 – 06 AUG	Istanbul	\$5,950
PIS_SMC_26_063	Customer Relationship Management System - CRM System	09 – 13 AUG	Dubai	\$5,250
PIS_SMC_26_064	Pricing Strategy and Tactics	16 – 20 AUG	Istanbul	\$5,950
PIS_SMC_26_065	Customer Retention and Loyalty	23 – 27 AUG	Cairo	\$5,250
PIS_SMC_26_066	Product Launch and Management	30 AUG – 03 SEP	Abu Dhabi	\$5,250
PIS_SMC_26_067	Customer Satisfaction Measurement	06 – 10 SEP	Istanbul	\$5,950
PIS_SMC_26_068	Professional Brand Manager	13 – 17 SEP	Cairo	\$5,250
PIS_SMC_26_069	Customer Service Excellence	20 – 24 SEP	Cairo	\$5,250
PIS_SMC_26_070	Professional Customer Service Management	27 SEP – 01 OCT	Istanbul	\$5,950
PIS_SMC_26_071	Customer Service for the Public Sector	04 – 08 OCT	Dubai	\$5,250
PIS_SMC_26_072	Professional Sales Manager	11 – 15 OCT	Vienna	\$5,950
PIS_SMC_26_073	Customer Service Manager	18 – 22 OCT	Istanbul	\$5,950
PIS_SMC_26_074	Customer Service Training for Government Employees	25 – 29 OCT	Istanbul	\$5,950
PIS_SMC_26_075	Providing World-Class Customer Experience, Service and Satisfaction	01 – 05 NOV	Sharm El Sheikh	\$5,250
PIS_SMC_26_076	Dealing with Difficult Customers	08 – 12 NOV	Riyadh	\$5,250
PIS_SMC_26_077	Quality Customer Service Supervisors and Managers	15 – 19 NOV	Dubai	\$5,250
PIS_SMC_26_078	Delivering Quality Management and Customer Satisfaction to meet ISO 10001–10004	22 – 26 NOV	Cairo	\$5,250
PIS_SMC_26_079	Retail Business Management	29 NOV – 03 DEC	Istanbul	\$5,950
PIS_SMC_26_080	Developing and Implementing Strategic Marketing Plans	06 – 10 DEC	Dubai	\$5,250



## Sales, Marketing and Customer Service (SMC)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_SMC_26_081	Sales and Marketing Management MBA	13 – 17 DEC	Istanbul	<b>\$5,950</b>
PIS_SMC_26_082	Retail Sales and Visual Merchandising	20 – 24 DEC	Kuala Lumpur	<b>\$5,950</b>

# Tourism and Hospitality (TCH)



**Focus:** Hotel management, customer experience, tourism marketing, event management.

**Audience:** Hotel managers, tour operators, event planners.



## 2. Tourism and Hospitality (TCH)

This is a highly specialized vertical within Commercial & Customer Operations that focuses exclusively on the unique dynamics of the travel, tourism, and hospitality industry.

### Focus:

The TCH unit is focused on **creating unforgettable experiences and maximizing the yield and occupancy of travel-related services**. Its focus is deeply experience-driven and operational.

- **Destination & Experience Marketing:** Promoting a location, hotel, airline, or unique experience (e.g., tours, events) as a desirable destination.
- **Yield & Revenue Management:** Dynamically pricing assets (hotel rooms, airline seats, tour packages) to maximize revenue based on demand, seasonality, and competition.
- **Guest Journey Management:** Overseeing every touchpoint of the guest's experience—from booking and arrival to their stay and departure—ensuring it is smooth, enjoyable, and memorable.
- **Partnership & Distribution Management:** Managing relationships with key channels like Online Travel Agencies (OTAs - e.g., Expedia, [Booking.com](https://www.booking.com)), travel agents, airlines, and corporate travel departments.
- **Reputation Management:** Actively monitoring and responding to reviews on platforms like TripAdvisor, Google, and Yelp to protect and enhance the brand's image.

### Target Audience:

The TCH audience is defined by its role in the travel decision-making process.

- **Leisure Travelers:** Individuals and families booking vacations, holidays, and personal trips.
- **Business Travelers & Corporate Accounts:** Professionals traveling for work and the companies that manage their travel programs.
- **Tour Groups & Travel Agents:** Organized groups and intermediaries who book travel on behalf of others.
- **Distribution Partners:** OTAs, global distribution systems (GDS), wholesalers, and affiliate marketers.
- **Local Experience Seekers:** Residents looking for restaurant bookings, spa days, or local events offered by the hospitality venue.

## Tourism and Hospitality (TCH)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_TOH_26_001	Accounting for Hospitality, Hotel, Tourism and Leisure	04 – 08 Jan	Istanbul	\$5,950
PIS_TOH_26_002	Modern Methods of Hotel Maintenance and Operation	11 – 15 Jan	Cairo	\$5,250
PIS_TOH_26_003	Airline Customer Service Fundamentals	18 – 22 Jan	Riyadh	\$5,250
PIS_TOH_26_004	Motivational Management for the Leisure, Tourism and Hospitality Industry	25 – 29 Jan	Dubai	\$5,250
PIS_TOH_26_005	Airlines Tickets and Hotel Reservations Skills	01 – 05 Feb	Jeddah	\$5,250
PIS_TOH_26_006	Passenger Ground Services	08 – 12 Feb	Cairo	\$5,250
PIS_TOH_26_007	Airport Operations	15 – 19 Feb	Paris	\$5,950
PIS_TOH_26_008	Modern Trends of the Travel Industry	22 – 26 Feb	Madrid	\$5,950
PIS_TOH_26_009	Cabin Crew Training	01 – 05 Mar	Istanbul	\$5,950
PIS_TOH_26_010	Perform a Hotel Market Analysis and Valuation	08 – 12 Mar	London	\$5,950
PIS_TOH_26_011	Creative Problem Solving and Decision Making for Healthcare, Environmental and Hospitality Services	15 – 19 Mar	Cairo	\$5,250
PIS_TOH_26_012	Protocol and Travel Management	22 – 26 Mar	Antalya	\$5,950
PIS_TOH_26_013	Diploma in International Hospitality and Tourism Management	29 Mar – 02 Apr	Kuala Lumpur	\$5,950
PIS_TOH_26_014	Recreation Club Management and Activities Organization	05 – 09 Apr	Jeddah	\$5,250
PIS_TOH_26_015	Event and Hospitality Management	12 – 16 Apr	Istanbul	\$5,950
PIS_TOH_26_016	Restaurant Revenue Management	19 – 23 Apr	Dubai	\$5,250
PIS_TOH_26_017	Food Safety and Hygiene in the Catering Industry	26 – 30 Apr	Cairo	\$5,250
PIS_TOH_26_018	Specialist in the Hospitality Industry	03 – 07 May	Istanbul	\$5,950
PIS_TOH_26_019	Guest Service Gold®	10 – 14 May	Barcelona	\$5,950



## Tourism and Hospitality (TCH)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_TOH_26_020	The Art of Tourism Marketing	17 – 21 May	London	<b>\$5,950</b>
PIS_TOH_26_021	Hospitality and Hotel Management	24 – 28 May	Riyadh	<b>\$5,250</b>
PIS_TOH_26_022	Tourism - Introduction to Retail Travel Sales	31 May – 04 Jun	Abu Dhabi	<b>\$5,250</b>
PIS_TOH_26_023	Hospitality and Tourism Technology and Innovation	07 – 11 Jun	Alexandria	<b>\$5,250</b>
PIS_TOH_26_024	Tourism Industry - Sectors and Career Development	14 – 18 Jun	Paris	<b>\$5,950</b>
PIS_TOH_26_025	Hospitality Management - How to Analyze and Maximize Your Restaurant's Profitability	21 – 25 Jun	Dubai	<b>\$5,250</b>
PIS_TOH_26_026	Travel and Tourism Consultant	28 Jun – 02 Jul	Riyadh	<b>\$5,250</b>
PIS_TOH_26_027	Hotel Investments Analysis and Financing	05 – 09 Jul	Madrid	<b>\$5,950</b>
PIS_TOH_26_028	Modern Methods in Tourism and Management	12 – 16 Jul	London	<b>\$5,950</b>
PIS_TOH_26_029	Introduction to the Development of the Tourism Industry	19 – 23 Jul	Antalya	<b>\$5,950</b>
PIS_TOH_26_030	Tourism - Introduction to Travel Patterns and Destinations	26 – 30 Jul	Cairo	<b>\$5,250</b>
PIS_TOH_26_031	Hospitality Events and Conferences Management	02 – 06 Aug	London	<b>\$5,950</b>
PIS_TOH_26_032	Managing Human Resources in the Hospitality and Tourism Industry	09 – 13 Aug	Cairo	<b>\$5,250</b>
PIS_TOH_26_033	Kitchen and Restaurant Management Professional Development	16 – 20 Aug	Istanbul	<b>\$5,950</b>
PIS_TOH_26_034	Hotel Operations Analysis	23 – 27 Aug	Sharm El Sheikh	<b>\$5,250</b>
PIS_TOH_26_035	Hospitality Management Studies - Food and Beverage Services	30 Aug – 03 Sep	Vienna	<b>\$5,950</b>
PIS_TOH_26_036	Tourism - Marketing and Promotion	06 – 10 Sep	Cairo	<b>\$5,250</b>
PIS_TOH_26_037	Managing a Corporate Travel Program	13 – 17 Sep	Istanbul	<b>\$5,950</b>
PIS_TOH_26_038	Travel Management	20 – 24 Sep	Dubai	<b>\$5,250</b>
PIS_TOH_26_039	Hotel Management - Distribution, Revenue and Demand Management, Specialization	27 Sep – 01 Oct	Istanbul	<b>\$5,950</b>



## Tourism and Hospitality (TCH)

Course Code	Course Name	Implementation Date	Venue	Price (USD)
PIS_TOH_26_040	Travel and Tourism	04 – 08 Oct	Paris	<b>\$5,950</b>
PIS_TOH_26_041	Hotel and Catering Management	11 – 15 Oct	Cairo	<b>\$5,250</b>
PIS_TOH_26_042	Tourism and Hotel Management	18 – 22 Oct	Cairo	<b>\$5,250</b>
PIS_TOH_26_043	Hotel Revenue Management	25 – 29 Oct	Kuala Lumpur	<b>\$5,950</b>
PIS_TOH_26_044	Hotel Investment	01 – 05 Nov	Abu Dhabi	<b>\$5,250</b>
PIS_TOH_26_045	Airlines Tickets and Hotel Reservations Skills	08 – 12 Nov	Istanbul	<b>\$5,950</b>
PIS_TOH_26_046	Passenger Ground Services	15 – 19 Nov	Dubai	<b>\$5,250</b>
PIS_TOH_26_047	Airport Operations	22 – 26 Nov	Alexandria	<b>\$5,250</b>
PIS_TOH_26_048	Modern Trends of the Travel Industry	29 Nov – 03 Dec	Istanbul	<b>\$5,950</b>
PIS_TOH_26_049	Cabin Crew Training	06 – 10 Dec	Amsterdam	<b>\$5,950</b>
PIS_TOH_26_050	Event and Hospitality Management	13 – 17 Dec	Vienna	<b>\$5,950</b>
PIS_TOH_26_051	Guest Service Gold®	20 – 24 Dec	Dubai	<b>\$5,250</b>
PIS_TOH_26_052	The Art of Tourism Marketing	27 – 31 Dec	Istanbul	<b>\$5,950</b>

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