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United Nations Institute for Training and Research

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CIFAL Plock - Business Whatever – Building customer's loyalty

People

Deadline: 3 Jun 2025

Type:	Workshop
Location:	Plock, Poland
Date:	10 Jun 2025 to 13 Jun 2025
Duration:	3 Days
Programme Area:	Decentralize Cooperation Programme
Website:	http://cifal.pl/
Price:	\$0.00
Event Focal Point Email:	agata.kochanowska@plock.eu
Partnership:	CIFAL plock, , City of Plock

BACKGROUND

We are building a community that actively contributes to the local business ecosystem and supports the development of entrepreneurship in the region.

EVENT OBJECTIVES

Building a local ecosystem of cooperation and exchange of experiences, establishing business relationships through cyclical events, each dedicated to a specific business aspect. Building and developing capacities among local entrepreneurs.

LEARNING OBJECTIVES

Combining practical knowledge with tools that help the participants better understand user/customer's needs and create more engaging experiences. The workshop combined substantive content with an inspiring perspective, and participants left with specific knowledge and tips to implement in their companies.

CONTENT AND STRUCTURE

- Presentation – “From first contact to brand loyalty”
- Workshop – understanding customer's needs
- Networking and discussion

METHODOLOGY

Presentation, workshop

TARGETED AUDIENCE

- Local entrepreneurs
- Startups and young companies
- Active citizens
- Professionals from various industries