



MASTER YOUR DIGITAL SKILLS

Simple Digital Tools for Businesspeople and Start-ups

ICT Skills

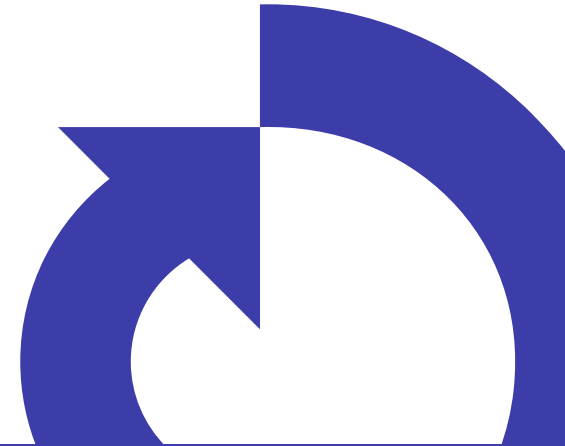
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SEMINAR OVERVIEW

Learn how to boost your business with confidence.



OUR GOALS

1. Enhance entrepreneurs' and start-up founders' digital skills in the changing digital era through affordable resources;
2. Demonstrate accessible, user-friendly digital tools for their business venture with practical examples;
3. Explore how entrepreneurs can achieve business success through digital tools without needing a substantial financial investment or specific coding skills.

SEMINAR DESCRIPTION

This seminar is about using affordable and user-friendly digital tools to kickstart your entrepreneurial journey, whether you are an experienced entrepreneur or just starting out.

Main topics:

1. **Introduction to affordable digital tools**
2. **Website creation and E-commerce platforms and payment solutions**
3. **Social Media Marketing Management digital tools**
4. **Customer Relationship Management digital tools**
5. **Email Marketing digital tools**
6. **Digital material creation**
7. **Project Management digital tools**

SEMINAR INFO

Location	Zoom platform
Date	28.11.2023
Time	10:00 AM to 1:00 PM CET
Duration	3 hours
Cost	Free



Christiana Stylianou

Christiana is the Training and Business Development Manager at GrantXpert Consulting, where she oversees seminars, training, and curriculum development, strongly emphasising entrepreneurship and organisational effectiveness in her role.

She is pursuing her PhD at the Faculty of Tourism Management, Hospitality and Entrepreneurship of the Cyprus University of Technology (CUT), focusing on Female Entrepreneurship, Alternative Tourism, and Sustainability. In addition to her academic pursuits, she shares her expertise as a guest lecturer at the CUT and brings a wealth of experience in e-learning and online tutoring to her roles.



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