



MASTER YOUR DIGITAL SKILLS

Digital Efficiency for SMEs

Dr Ouranio Anastasiou
Senior EU Project Manager,
GrantXpert Consulting Ltd

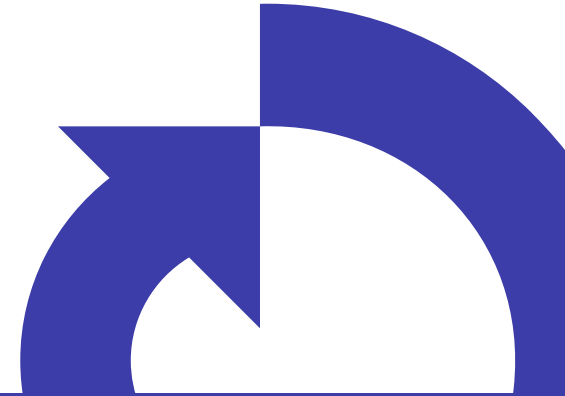


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COURSE OVERVIEW

This short course is designed to empower Small and Medium-sized Enterprise (SME) owners and employees with essential digital tools to enhance organisational productivity.

Participants will acquire practical insights into utilising simple digital tools for project management, collaboration, remote workspaces, and email communication to enhance efficiency. They will also learn how to leverage automation tools for increased productivity and utilise Customer Relationship Management (CRM) systems to engage with customers more efficiently.



OUR GOALS

1. Utilizing simple digital tools for seamless business operations.
2. Exploring alternative workspace and email tools for streamlined communication.
3. Harnessing automation tools for increased efficiency.
4. Leveraging CRM systems for effective customer engagement.

COURSE DESCRIPTION

The primary objective of this course is to equip both Small and Medium-sized Enterprise (SME) owners and their teams with crucial digital tools aimed at boosting organizational productivity.

Attendees will acquire practical knowledge in using project management tools to facilitate seamless collaboration, exploring alternative workspace and email tools to streamline communication, implementing automation tools to enhance efficiency, and utilizing CRM systems for effective customer engagement.

Main topics:

- **Exploring workspace programs and their capabilities**
- **Assessing optimal email communication platforms**
- **Understanding the functions and applications of project management tools**
- **Unraveling the facilitation of workflow by automation tools**
- **Demystifying CRMs: What they are and whether you truly need one**
- **Introduction to crucial digital tools for SMEs**

COURSE INFO

Location	Zoom platform
Date	20 March 2024
Time	14:00-16:00 CET (15:00-17:00 Cyprus time)
Duration	2 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project



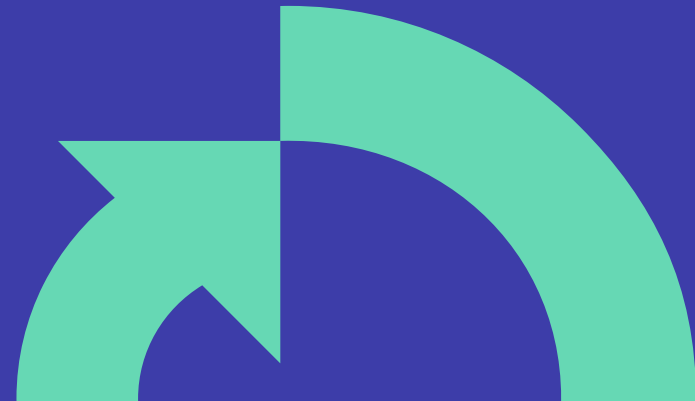
Trainer's Name

Dr Ouranio Anastasiou holds a BSc in Molecular Biology and Genetics from Democritus University Thrace and an MSc in Medical Genetics from the Cyprus Institute of Neurology and Genetics. She completed her PhD in Biomedical Sciences at the University of Cyprus, specializing in the extracellular matrix adhesion-independent roles of integrins and FA proteins. Alongside her academic pursuits, she served as the project manager for the portal of rare diseases and represented Cyprus in the Orphanet Consortium.

Her extensive experience includes project management and development, securing approximately 500,000 euros in funding for the University of Cyprus. Her PhD research resulted in two publications in renowned scientific journals. Recognized for her achievements, Ouranio received awards for Academic Excellence from the University of Cyprus and a PhD scholarship for Academic Excellence in 2021.

Post-PhD, Ouranio assumed the role of Project Manager for Cyprus in the European Reference Network (ERN) for patients with rare genetic tumor risk syndromes. As a postdoctoral fellow at Karaiskakio Foundation, she received the European Fellowship 2022 from the European Society of Human Genetics and the Cyprus Society of Human Genetics Fellowship 2022.

Joining the GrantXpert team in July 2022 as a Senior Project Manager, Ouranio focuses on EU-funded projects like Erasmus+, Horizon Europe, and Digital Europe. Her interests lie in sustainability, entrepreneurship, innovation, and digital skills development.



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CONTACT US:

M. christiana@grantxpert.eu

T. +357 22669266

VISIT US:

<https://www.grantxpert.eu/>



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