

**Move  
Forward**

**EUROPEAN  
BUSINESS  
CENTER**  
for Training &  
Development  
**2022**





# INDEX



## About EBC

EBC's mission , vision and services

Page  
03



## Training Categories

EBC's training programs and workshops

Page  
12



## Customer Experience

Full description about our customer experiences programs and consulting services

Page  
31



## Team Building

Team Building activities & Ideas

Page  
43



## Professional Services

EBC's Professional services and Implementation mythology

Page  
47



## Vendors Partnership

Opentext™ ... SAP

Page  
50



## Testimonials

Reviews & Comments from some of our Clients

Page  
52

1

# EUROPEAN Business Center





## European Business Center

EBC founded to help organizations achieve breakthrough levels of performance, We have developed an approach of coaching that boosts people's confidence, helps them tune out distractions to focus on key behaviors, and skills.

We work hand-in-hand with you to develop training and consultancy solutions that cater to the ambitions and career roadmap of your employees, in line with your corporate strategy.

EBC aims to facilitate companies in the complex task of developing and maintaining competitive advantage, ensuring growth and survival in the middle east market, through the design and delivery of the highest standards of professional Training and Consulting.

EBC is a trusted training provider. Serving Middle-East professionals, corporate trainers, and independent consultants for 28 years by providing exceptional training experience and proven consulting solutions. The training programs and workshops we offer are designed to stand alone to exceed our customer expectations

Whether you're searching for solutions that focus on individuals or groups training, we can provide the tools you need to start seeing lasting improvements in Organizational and Individual Performance.



## Our Services





## What we stand for:

We don't believe that people need to be fixed. We believe the potential that lies inside each and every one of us is the key to unlimited growth. *Our mission is to bring what's inside out.*

## OUR ROLE

Our roots run deep. European Business Center for training & Development (EBC), established to provide a real training experience with nontraditional Training methodologies to facilitate companies in the complex task of developing and maintaining competitive advantage, ensuring growth and survival in the Middle East market, through the design and delivery of the highest standards of professional Training and Consulting.

## OUR VISION

To be a training and consulting house of global renown, where innovative and unique offerings provide an unmatched value, an unrivaled experience and total satisfaction for our customers.

## OUR MISSION

We expand the strategic value of learning in the workplace by:

- Advancing our standards and competencies for workforce learning;
- Collaborating to extend the influence of workforce development;
- Developing our internal processes to govern our quality; and
- leading the future of learning through the professional development of our members.

## People's Investment

The right employee training, development and education, at the right time, provides big payoffs for the employer in increased productivity, knowledge, loyalty, and contribution. Learn the approaches that will guarantee your training brings a return on your investment.

With this investment of hours and dollars in training, organizations need to make certain their investments in training are wise.

We Bring what's  
Inside ➤ out





## Concept Training Philosophy

Concept Training employs a four-step learning process to develop a trainee's understanding of the software:

*Knowledge* — Ensure the trainee understands what the feature / concept is, why and when to use it.

*Relevance* — Continually connects the feature to the trainee's needs, industry, and experience.

*Coaching* — Demonstrate how the concept works and walk the trainees through a series of exercises that show them how and when to apply the concept.

*Experience* — Let the trainees try the concept themselves. Give challenges to the trainees to achieve an outcome by employing the concept. Don't give them step by step exercises but rather give them real life problems to solve, customized to their specific needs and industry. This process of experimental learning allows trainees to build on their current work skills and experience.



## Building a Talent

The development of leadership and human capital is a source of sustainable competitive advantage. Too often firms chase the short-term goal of increased stock price but fail to achieve their long-term strategy. Building talent through people development provides a sustainable source of advantage that will power the value of the firm for years to come.





## Our Approach

We are innovative in our approach, researching the needs of our clients thoroughly, ensuring an in-depth understanding of their training and business needs. Programs appropriate to the specific context and culture of the organization are designed and then delivered.



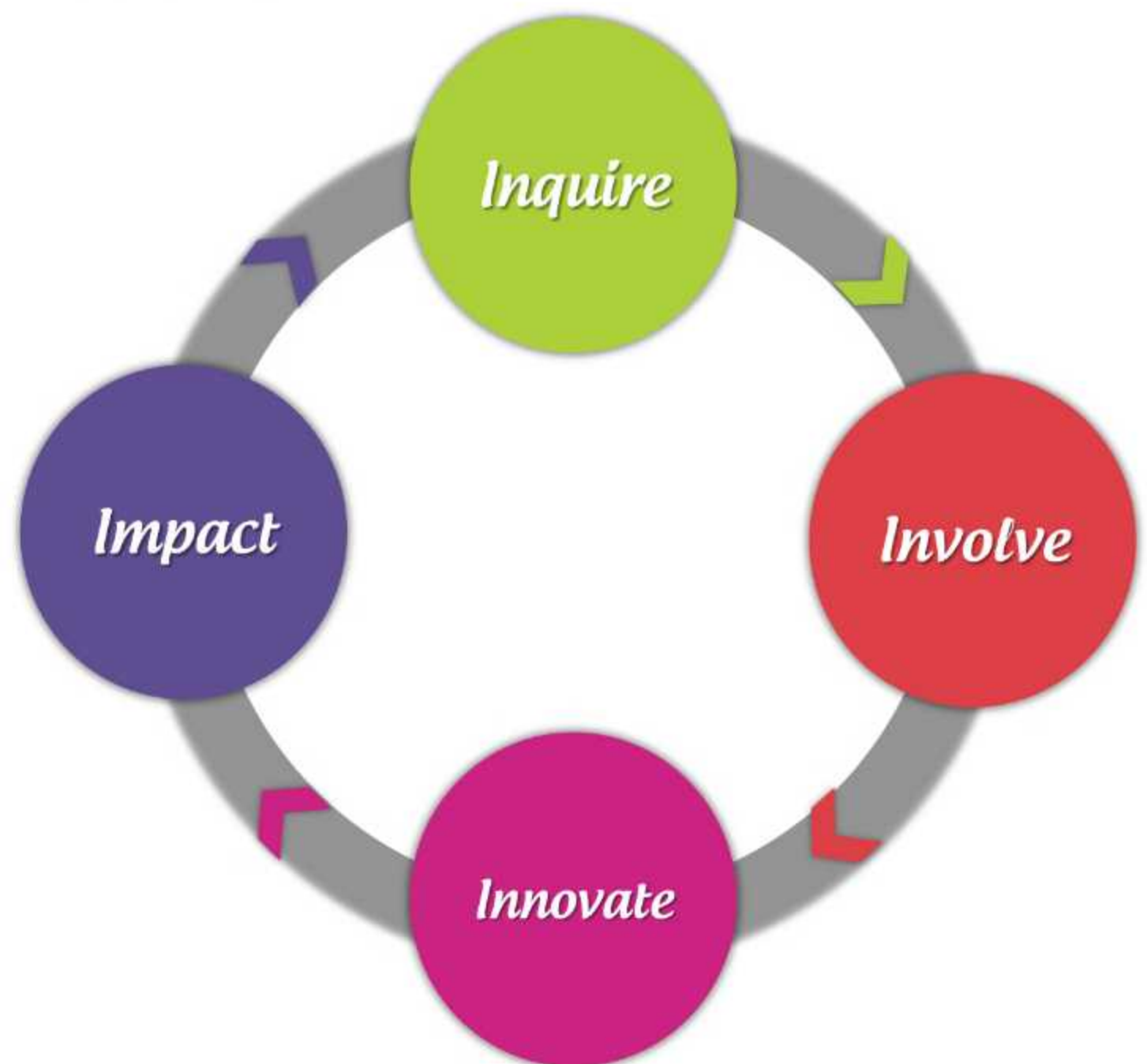
## The iMap Process

We follow a process that will help your organization to create outside-the-box ways to win the hearts - as well as the minds - of employees within your organization.

The iMap process allows us to work together to create a unique roadmap to the future you envision.

If the iMap process discovers skill-gaps within your organization, we customize solutions for you that draw on our proprietary content, including the over 150 modules in our Competency Based Development System.

The iMap process is designed to get to the heart of what your organization needs and develop custom solutions, based around EBC Training Methods, for those needs. We follow a 5-step process, as shown in the image to the right.



## Competency Based Development System

The Competency Based Development System consists of unique modular programs designed to focus on areas that are important to the success of an organization. The system was created to reinforce organizational competencies and address performance gaps while giving participants the ability to apply what has been learned in their own work environment.



## International Accreditation



### International Accreditation with Regional Recognition

European Business Center for Training & Development has availed the international recognition by the International Accreditation Organization (IAO).

IAO is an international educational quality assurance agency working to improve the standards of education around the world.

The IAO's full Evaluation Commission have visited the premises of European Business Center and post their evaluation to the training Methodologies, and Learning Quality; IAO Evaluation Committee has acknowledged that EBC is complying with the international training and development standards and as a result IAO granted European Business Center for Training & Development the full accreditation status.

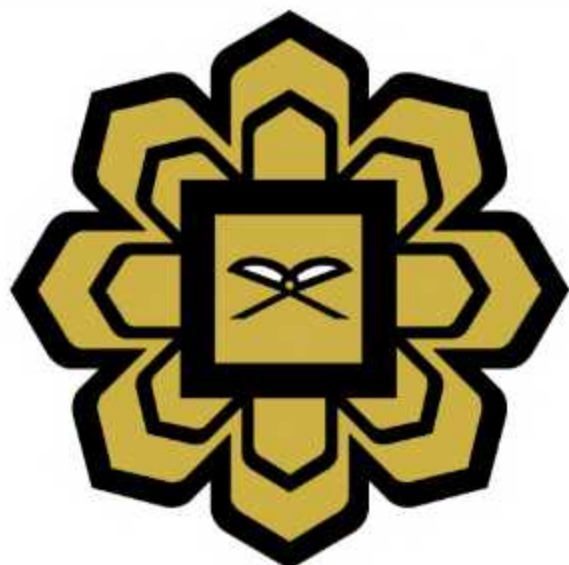


SULTANATE OF OMAN  
MINISTRY OF MANPOWER

### Local registration and Accreditation

European Business Center is a registered training center in Sultanate of Oman by **THE MINISTRY OF MANPOWER**.

**All courses** certificates comes with the golden seal of European Business Center and can be legalized by **THE MINISTRY OF MANPOWER – OMAN**



IIUM

### International Islamic University Malaysia

is one of the leading Public Institutions of Higher Education (PIHE) in Malaysia since 1983. IIUM accreditation covers all the courses offered by EBC.

EBC presents professional management diplomas in corporation with IIUM, Upon successful completion of the final exam at the end of the program, participants are eligible to receive their course certificate legalized and stamped from **International Islamic University Malaysia**



# 6 Reasons

## To Train With EBC

We Bring what's  
Inside  out



1

Quality  
Training

2

Professional  
Trainers

3

Real Work  
Experience

4

Non-  
Traditional  
Training

5

Experiential  
Training  
Materials

6

Delivering  
Results you  
Can see



## Some of Our *Clients*



عمان الرقمية



المؤسسة الوطنية للنفط  
National Oil Corporation



شركة تنمية نفط عمان  
Petroleum Development Oman





# Some of Our Clients



Vodafone - Egypt



UN – E-Gov Projects



UAE – E-Gov



STC – KSA



Sultan Qaboos University

SQU - Oman



OmanTel - Oman



ITA - Oman



Dubai Ports - UAE



Ministry of Civil Services - Oman



PEIS- Oman



Royal Police - Oman



National Ferries - Oman



Oman Cables- Oman



Haya Water Oman



Oman Sail- Oman



WOQOD- Qatar



Shura Council - KSA



Bahrain council



Oman Council



UAE Council



Bank Muscat - Oman



Qatar University



Qatar Petroleum



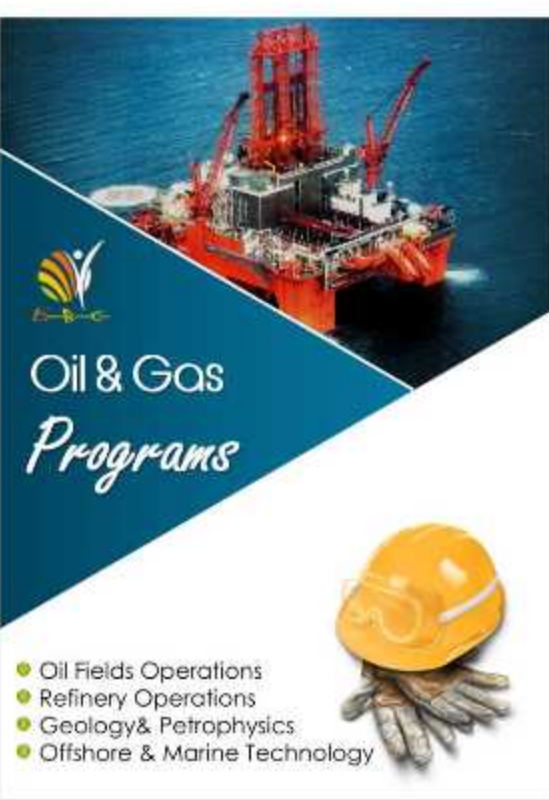
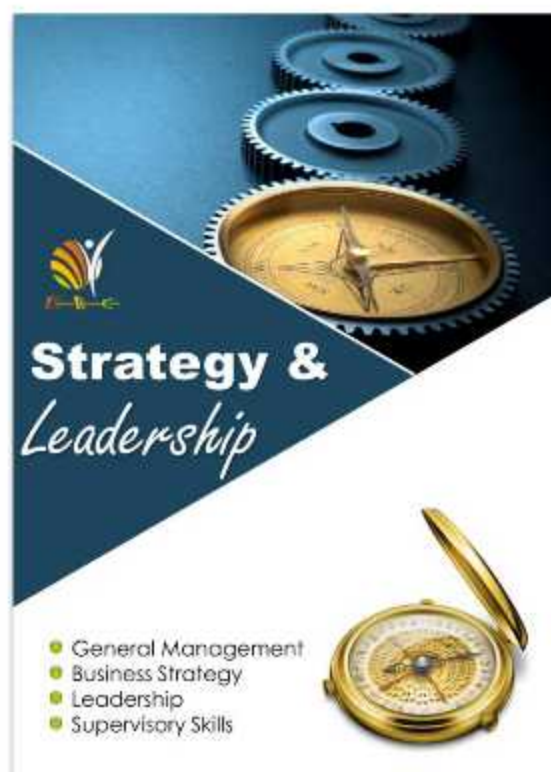
GASCO - UAE



# TRAINING PROGRAMS Categories



# TRAINING Categories







# Strategy & *Leadership*

- General Management
- Business Strategy
- Leadership
- Supervisory Skills







# CORPORATE *Governance*

- Corporate Governance
- Performance Improvement
- Risk Management
- Best Practices



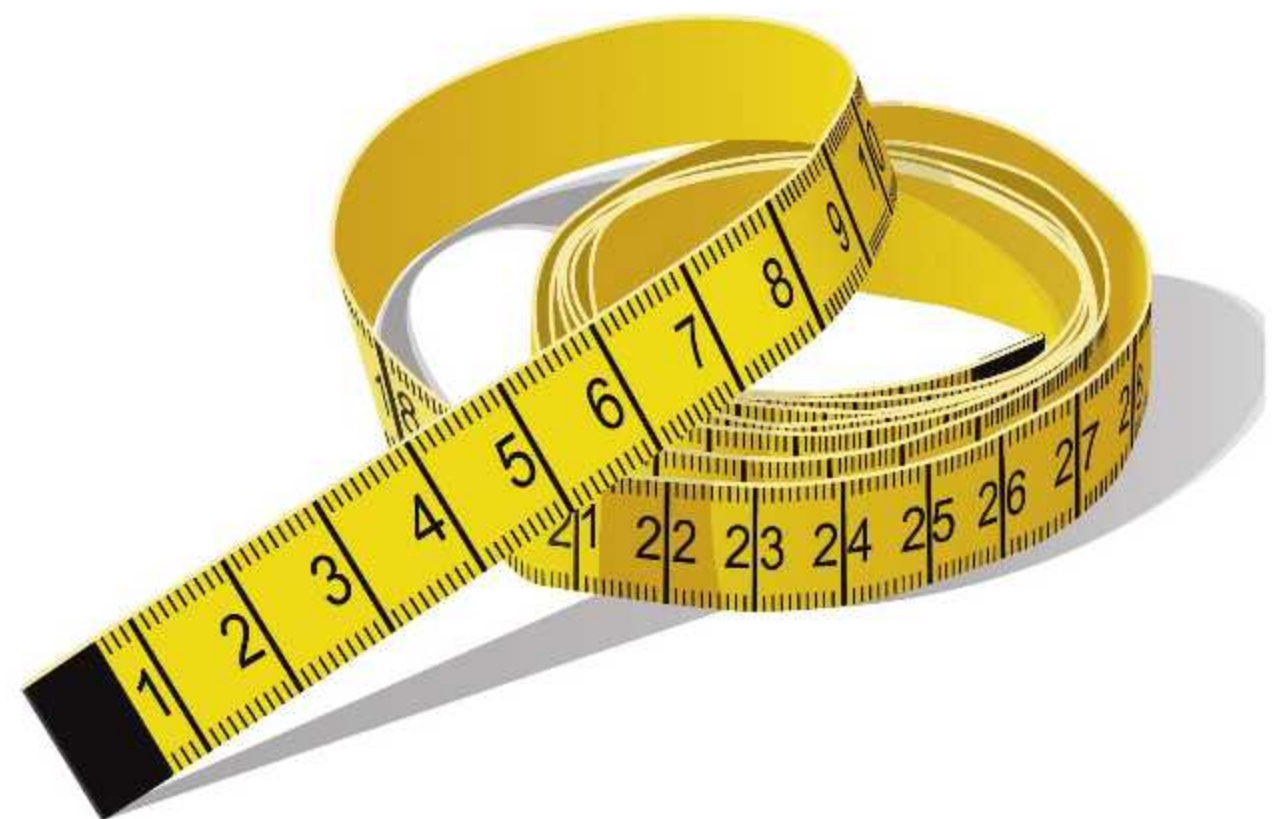




# QUALITY

## *Management*

- Service Quality
- Business Processes
- Quality Auditing
- Lean Management







# Projects *Management*

- Project Management
- Risk Management
- IT Projects
- Feasibility Studies







# CUSTOMER

## Contact

- Customer Experience
- Customer Service
- Marketing Strategies
- Social Media Strategies







# PROFESSIONAL *Development*

- Self - Development
- Soft Skills
- Professional conduct







# Information *Technology*



ORACLE®

CompTIA®  
training



- Information Technology
- Business Applications
- Networking





## Practical, Real-world Training for IT Professional & Managers

EBC offers an extensive course library taught by industry experts and guaranteed to provide the most extensive, practical hand-on training experience – wherever and whenever you need it. From single courses to large enterprise solutions, overcome skills gaps, and accomplish individual and organization objectives.

### Data & Security

- Business Intelligence
- Cyber Security
- Oracle
- SQL Server

### BUSINESS MANAGEMENT

- ITIL®, COBIT® & SFIA®
- Project Management
- SharePoint
- Business Analysis



### Business Applications

- Oracle – e-business
- SAP
- MS Dynamics
- Mobile App Development

### NETWORKING

- Cisco
- Cloud Computing
- Networking & Virtualization
- Windows servers

## Experience Value, In and Out of the Classroom.

From the moment you register as a Learning EBC's attendee, you enjoy a number of exclusive, complimentary benefits. From real-world application and additional resources to connecting with your instructors one-on-one, we ensure that you have a complete learning experience — so you can add value to your organization by immediately putting your new skills and knowledge to work.



## Technology *Partners*



## Training Premises: State - of The - art facilities

To ensure your comfort and convenience, our courses are held in our training rooms with the latest state-of-the-art training facilities.

The training venue makes an important contribution to delegates' enjoyment and assimilation of course content. We therefore select our venues for our training courses with great care to ensure they come up to our high standards.

EBC Center contains 6 district training rooms can host groups of up to 120 people and offer a convenient, bright and comfortable environment in which to learn and train.

## Accreditation *& Certification*







# Financials & *Economics*

- Economics
- Accounting
- Investment
- Feasibility Study







# Procurement & *Logistics*

- Procurement
- Supply Chain
- Inventory
- Logistics







# Technical & *Safety*

- Electrical Courses
- Engineering
- Maintenance
- Safety Programs







# Oil & Gas *Programs*

- Oil Fields Operations
- Refinery Operations
- Geology & Petrophysics
- Offshore & Marine Technology







# Workforce Skills Development

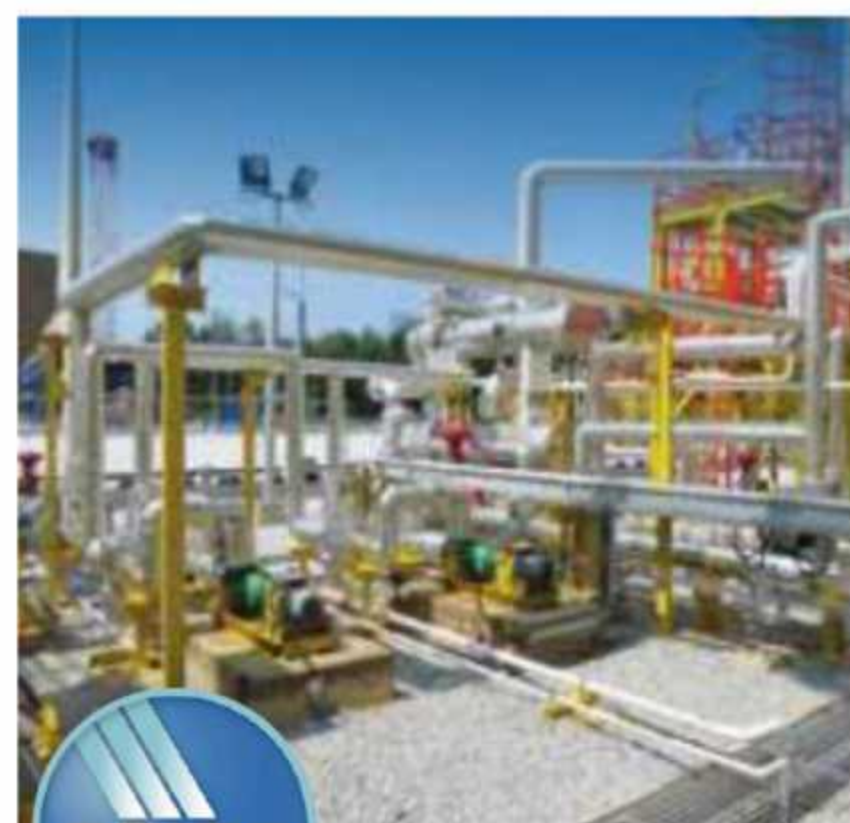
*Enabling a competent, safe and sustainable workforce*

We work with Governments and oil and gas industry employers to develop and implement national and international competency frameworks.

These frameworks are supported by the combination of skills expertise and industry led standards.

OPITO's Global Technical Standards support our Qualifications Framework and will enable global oil and gas personnel to work towards and achieve industry recognized technical qualifications. Development of the Qualifications Framework enables us to continue to help industry develop skills and competency within operational and maintenance activities associated with the extraction of hydrocarbons.

Our Global Technical Standards and Qualifications Framework are made up of Training Standards and Occupational Standards. Disciplines catered for are Engineering Maintenance - Mechanical, Electrical and Instrument and Control, and Process Operations Hydrocarbons.



## Technical Standards

To ensure development of skills to a competent level of technical knowledge, OPITO has introduced technical standards covering Processing Operations and three maintain Instruments disciplines: Electrical, Mechanical and Control. These standards are applicable for both onshore and offshore.

## Occupational Standards

Occupational Standards are statements of performance individuals must achieve when carrying out functions in the workplace together with the underpinning knowledge and understanding. Occupational Standards are assessed at the workplace in accordance with worksite operational requirements, procedures and safe working practices.





## Oil & Gas Programs

**EBC** offers an extensive range of training courses and workshops for the Oil, Gas, Petrochemicals & Energy Industries that covers specialized subjects in 8 different fields

Our professional training courses, designed to provide organizations and individuals the skills needed in the ever evolving oil, gas and energy industry – help ensure that businesses and individuals are prepared and fully equipped to play their role in this ever changing industry.

**EBC** offers only the most relevant and timely content delivered by the presenters who are leading professionals in their field. Along with our internationally recognized accreditation, we provide clients across the globe with a choice of public training courses, bespoke private training and flexible delivery and scheduling options. This ensures that whatever your needs, **EBC** is confident in its delivery of world-class training.

Oil & Gas

Refining  
&  
Petrochemicals

Geology  
& Petrophysics

LNG Process  
Operations

Offshore  
& Marine  
Technology

Mechanical  
& Process  
Engineering

Health  
& Safety

Maintenance  
Management

## In-House Training

Working in partnership with our clients, **EBC** provides an enjoyable, creative learning experience that enables participants to develop their skills and knowledge. We can deliver not only generic, off-the-shelf courses from our extensive learning portfolio, but we can provide tailored as well as bespoke learning on any aspect of skill development or knowledge. Our in-house courses are conducted by the same expert trainers who conduct **EBC** public courses so you can be assured they will fulfill the learning objective of any organization.





# Legal & *Contracts*

- Tenders & Contracts
- Legal writing
- Legal claims







# Office *Administration*

- Secretary Training
- PA Master Class
- Documents Managemer
- VIP Offices





# CUSTOMER *Experience*



# Customer Experience



## Customer Experience Training

*We mirror the training experience to the desired customer experience*



**Customer Experience Management** is more than just serving your customers, knowing where they buy products or what kind of brands they like. It's about understanding your customers so completely, that your organization can deliver optimized and personalized experiences that increase customer engagement and loyalty.

Many organisations conduct customer service training but few offer a distinctive customer experience. The reason for this is that all too often the training is focused on generic customer service skills. Our approach is to start with your brand proposition, the expectations of your most profitable target customers, and your desired customer experience, and then to create customer experience training that brings all of this to life. This creates a context for the training so that the behaviours we teach are directly linked to the experience you wish to deliver.

## Telecoms Customer Experience Management

Telecoms customer experience management is inherently complex, as the customer is not only exposed to service operators through their phone or online network, but also to retailers and equipment manufacturers.

Managing these relationships cross-channel i.e. across different modes of communication, and cross-brand i.e. through different service providers requires absolute clarity on the customer journey and an internal commitment to taking ownership of customer interactions that are traditionally seen as the responsibility of other organizations.

Despite this complexity, the continual and likely long-term nature of the customer relationship also presents a very clear opportunity to engender loyalty and advocacy in a way that businesses outside the telecoms sector will find difficult to achieve.





# Customer Experience Training

- We start with what your customers expect and value from your brand
- We mirror the training experience to the desired customer experience
- We actively involve your people in the design process
- We build your internal capability to embed and sustain key behaviors
- We help you build your brand story



Our customer experience workshops and training operates at four levels

**Customer experience training for senior executives** - seminars and workshops for those who are responsible for defining, implementing, measuring and sustaining the customer experience.

**Customer experience training for team leaders** - we help you design and implement programs to help managers and team leaders gain a thorough understanding of what it means to deliver a distinctive customer experience and their own role in enabling the people they lead to deliver it. They will learn the leadership tactics and skills that will help them align their team with the company's vision and customer experience strategy and how to turn that strategy into action to deliver business results.

**Customer experience training for in-house trainers** - through our 'train-the-trainer' programs we equip your own people to quickly and cost-effectively cascade the skills and knowledge needed to deliver your strategy and, most importantly, sustain it. This means that you have the internal capability to deliver your brand experience and are not reliant on external consultants or trainers.

**Customer experience training for the front-line and supporting team** - the design of short modules that can be delivered by team leaders to equip their people with the skills and knowledge to deliver the experience





# Customer Experience Workshops



# Which customer experience workshop is for me?

Sometimes you just need a bit of expert guidance in key areas. Our workshops are designed to do just this. They're short, highly effective ways of giving you and your team the know-how to define and deliver your experience.

Here's a few suggestions:

**Do you know where you are on your customer experience journey and where you should focus next?**

We suggest our Customer Experience Strategy & Implementation Workshop

It's a short, highly effective immersion into the latest thinking around customer experience and the simple, proven steps to implementing it successfully

**Do your customers know what your brand stands for?**

We suggest our Brand Promise Workshop

Our brand promise workshop brings together key stakeholders from across your organization, and creates the foundation for designing an experience that emotionally connects with your customers and differentiates your brand.

**Are you clear about the experience you need to deliver and your 'hallmark' touchpoints?**

We suggest our Customer Experience Design Workshop

Our approach to defining the touch-points, understanding the experience you currently provide and then using your brand promise as a framework for designing the new experience.

**Have you identified the products and services needed to deliver the experience?**

We suggest our Brand Propositions Development Workshop

Our Brand Propositions Workshop provides a highly creative yet grounded forum for ensuring that there is a seamless approach to how your products and services support your customer experience.

**Do your people know how to deliver your experience?**

We suggest our Branded Training Design one-day design workshop and a two-day train-the-trainer

Our branded training design workshop is the culmination in a process that ensures you have the internal capability to sustain the effort over time without the need for consultants.

**Are you ready to do things radically different to make your brand stand out?**

We suggest BOLD – the Brand Experience Masterclass

The Brand Experience Masterclass gets right to the heart of what it takes to differentiate your business, engage your customers emotionally, and create a truly brand-centric culture.



## Training Programs

### Customer experience strategy & implementation

Our customer experience strategy and implementation workshop is a short, highly effective immersion into the latest thinking around customer experience and the simple, proven steps to implementing it successfully. By bringing together key stakeholders you will ensure that you have an aligned team behind your customer experience strategy from the very start. Importantly, it provides you with the opportunity to raise and answer all those thorny questions and doubts that can undermine commitment. It's your chance to question the experts and also learn about the practices that define leading brands. This workshop is an investment that will save you time, money and stress

### What we'll cover

- Determining the best CEM strategy for your organisation
- Identifying the values that drive customer loyalty for your business
- Identifying the enablers and barriers to delivering great experience
- Defining a brand promise and customer experience that builds loyalty
- Developing an implementation plan to align your products and processes - and how to get your people behind it
- The pitfalls to avoid and how to measure your success
- Selecting and manage the best external experts to help you - and whether you need them



### Check our workshops :

- Customer Experience Innovation
- Customer Experience Measurement
- Customer Experience Design



## Training Programs

### Brand promise definition

Our brand promise workshop brings together key stakeholders from across your organisation. We then start with the very core of your brand - what your brand stands for, its positioning and its values. Unfortunately this is where most organisations stop. This foundation is necessary but insufficient. If you are to create an experience that truly differentiates you then you must also define a brand promise that articulates what your target customers can expect in their interactions with you. What should they experience? How should they feel? And most importantly what do you promise that is unique?

### What we'll cover

Using customer experience research, as well as draft definitions to stimulate the debate, we work with your team to define a brand promise that provides the clarity and framework required before you embark on customer experience design. A note of caution: Many customer experience implementation efforts are well intentioned but ill-informed. Individual functions rush off to implement their own customer experience improvement efforts without first having an agreed definition of the outcome required. A clearly defined brand promise provides this. But beware if your ad agency tells you they can do this. It is not an exercise in copywriting but an intensive debate about what you want your brand to deliver.

“

EBC gave us unprecedented clarity around what earned loyalty in the market and enabled us to communicate hard facts to senior managers and staff alike. I would recommend their approach to any business embarking on a strategy centered around the customer.”

”

Mert Basar  
Head of Customer Insight - Avea Turkey





# Training Programs

## Customer experience design

our customer experience design workshop takes a simple yet rigorous approach to defining the touch-points, understanding the experience you currently provide and then using your brand promise as a framework, designing the new experience. By working with executives from across the various functions we ensure that the design of the experience is rooted in your brand and what it stands for, yet grounded in the operational realities. It also ensures that the fit between the customer experience and employee experience is forged early on as we know from our work and research that this is the only way to sustain success.

## What we'll cover

The desired 'emotion curve' of the customer and how the experience needs to be delivered to achieve this.

The touch-points you need to 'over-index' in order to dramatise your promise and create hallmarks for your brand.

People, process and product implications and a blueprint for action.

“

EBC created an end-to-end view of our customers' experience across their life-cycle using our NPS data. The workshop was pivotal to bringing together the functions around that common view and inspired us to create an experience that not only had shared ownership, but was on brand, differentiated and focused our resources and finances to only over-deliver at the key points which made the biggest difference to our customers and our business success.

Cem Sakarya

Customer Journey Director at Turkcell



”





## Training Programs

### Customer Experience Innovation

Customer values are not static. They change over time and so must the experience. For a brand to succeed, it must continue to innovate to provide value - and also to prevent that age-old human trait, boredom.

Yes, we like a degree of certainty in our lives, but exceptional experience brands succeed because they continue to create moments that surprise and delight us. Every time we interact with a brand, we review that experience against our previous one. The first time we experience that 'wow' factor, it creates an impact. But experience it a second and third time, it starts to become standard and fails to ignite the same degree of emotional impact.

We focus on how to be brave in business and win' understand this. They all do things differently but they all start with a clear sense of purpose. They stand for something. Then they turn this into customer experience innovation. It is about belief in something which transcends business results but at the same time drives them. And of course, it meets a genuine need among customers for the provision of something genuine, of something that meets their emotional as well as functional needs.

### what can we learn from their approach to customer experience innovation?

**Start with your vision or purpose and work back** rather than starting from industry practice and working forwards. This helps you challenge many of the beliefs and convention that underpin your market.

**Stand for something** – and be brave enough to stand UP for it. That way, you'll stand OUT

**Dramatise your customer experience.** Dramatically over-index the key touch-points where you want to really bring your brand promise to life. Forget timid tinkering. Make it memorable

**Make customers part of your brand.** Use customer co-creation and social media tools to listen and engage. Marketing is no longer something you do to customers. Make them part of it.





## Training Programs

### Customer Experience Measurement

We provide you with the essential tools to build a customer experience measurement scorecard which is a process wherein metrics are causally linked to one another, and together form a coherent system that can predict future results. It is a strategic tool that focuses the organisation on customer value creation and provides a succinct and powerful way to communicate the essence of customer focus strategy to all employees. It helps everyone understand what is critical to the company and its customers, and ultimately drives employee behaviour.

It also provides a means to measure the Return on Investment (ROI) of customer experience improvement efforts.

### Customer Insight

What drives loyalty and advocacy in your business?

Almost every major company now conducts sophisticated customer research and analysis. And with good reason: it's imperative that we all have the right customer insight in order to provide the right product or service to meet their needs.

The irony is that by relying too much on this kind of approach, we can actually distance ourselves from customers. So much traditional research relies on the use of surveys, interviews and focusgroups rather than real-life observation. These methods collect rational views about what customers think, and sometimes how they feel, about their experience. But customers are rarely able to articulate creative ideas for making the experience better.

- ✓ **The power of instinct**
- ✓ **Determine top expectations**
- ✓ **Determine the value drivers**
- ✓ **Create an expectation map**





## Training Programs

The opportunity now is to create branded propositions that bundle together individual products or services into customer offers that set you apart from competitors and turn the promise into reality.

Many organisations (or their agencies) start by developing propositions and then try to retro-fit these to the brand promise. This rarely works. Our brand propositions workshop provides a highly creative yet grounded forum for ensuring that there is a seamless approach to how your products and services support your brand. This workshop is a particularly useful tool to innovate and refresh your existing offer and services.

## What we'll cover

- We start with your promise and experience and focus on those touch-points most critical for you.
- We then use a highly-energy process to brainstorm ideas for new propositions that will differentiate your brand and then reduce these to a shortlist of 'big ideas' and test these against your competitors' offers to arrive at ideas that small working groups can develop.
- Finally, the groups champion and 'pitch' their propositions to stakeholders before deciding which to take forward into production.



EBC worked with us to effectively integrate corporate best practice from major brands with our strategy, bringing our plans to life in such a way that he kept the audience engaged and reinforced key messages. Audience feedback was excellent; clear, passionate, fantastic. It really made me think.



**Shereen Younis**

Customer Insights & Marketing Research Manager, Vodafone Egypt





## Training Programs

### Branded training design

To bring your brand to life you need to skill your people in what we call 'brand behaviours' - those things that truly differentiate your offer. Branded training has to engage the 'head, heart and hands'. Your people need to know what to do differently, want to behave in that way and have the skills to do so. Our branded training design workshop is the culmination in a process that ensures you have the internal capability to sustain the effort over time without the need for consultants. Of course, if you need us to provide a more hands-on approach we can do that too but our view is that the more you do yourselves the more powerful it is and the less expensive.

### What we'll cover

Prior to the workshop, our learning design experts begin by working intensively with your team to agree an approach suited to your organisation, your existing capability and previous learning initiatives. Using our customer experience learning framework, we develop training tailored around your brand promise, customer experience, brand behaviours and operational constraints. It is important at this stage, that you and your team have absolute clarity about the experience you wish to deliver at each touchpoint of the customer's journey, and where and how you wish to really differentiate your brand. Finally during the two-day 'train-the-trainer workshop' we work with your internal trainers and selected brand champions to train them in the material so that they can cascade it throughout the organisation via your team leaders and front-line managers. In this way, the training is done 'by your people', not 'to your people'



We have had an historic year on many fronts and it is due in part to you and your team's strong support. Thank you so much for your wonderful partnership.



Bandar Saad Al-Asmari  
Marketing Director at Saudi Telecom Company





# TEAM

# Building





## Corporate Team Building

We deliver fun corporate team building activities, exercises and related events such as conferences, motivational days, themed evening events, corporate entertainment and corporate hospitality. Our activities are designed to promote team work, team bonding, leadership skills and performance as well as providing a fun team activity that staff, clients and delegates can enjoy.

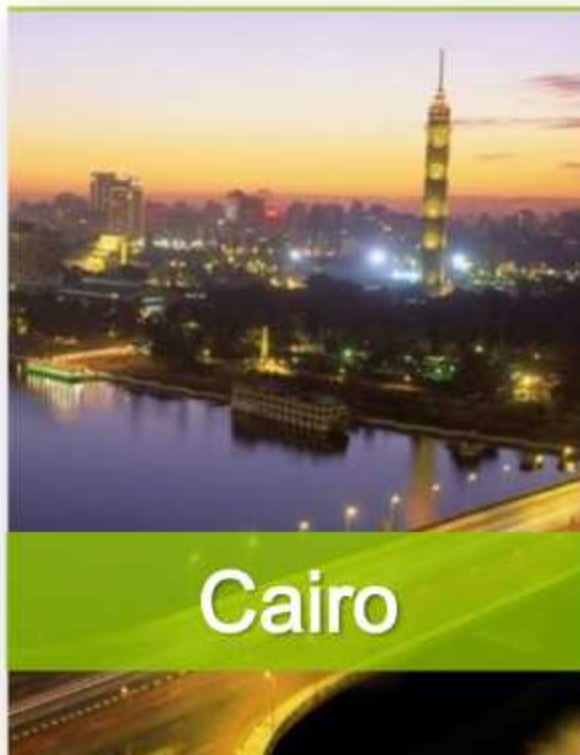
We can provide small team activities to address the needs of a group of 5 people, up to major events for more than 500 delegates. All of our team building events are tailored to fit the time you have available, your budget and your aims - from serious team work, to pure fun. We'll find the best team building activities for you!



## Venues



Istanbul



Cairo



Kuala Lumpur



Tunis



London



Dubai



Paris



Spain



## Indoor, Outdoor, Evening or Icebreaker Event?

We have a range of indoor, outdoor, evening and icebreaker team building activities to suit any participant, from junior staff to senior business executives.

Outdoor events take you out of the office to complete fun and engaging challenges in the great outdoors. We operate fantastic treasure hunts on land and sea, using clever treasure hunt software on our iPads. Try an interstellar challenge with Rocket Launch or train to become an MI6 secret agent in Spy School... For the sporty we have our light-hearted take on The Olympic Games, and Tour De Team - where you build and race your own bikes. For our premium flagship event we offer The Parmesan Job II, an epic crime caper with teams treasure hunting in Minis before blasting over the sea in our Rib powerboats!

Indoor team building events are perfect for all seasons and offer a completely different range of activities. We've the Indoor Crystal Challenge, with all new indoor tasks. A whole batch of cooking events including delicious Chocolate Making. We offer a wide range of team building games to match specific themes with a mix of mentally and physically demanding team tasks. If you want hugely competitive fun then you can't beat our Ultimate Challenge and Formula 1 events!

Icebreakers are a great way to get your conference delegates energised for the meetings ahead. We have one hour versions of our popular Ultimate Challenge and Treasure Hunt events. Building the best Egg Toss machine is a very creative energiser. For something more flamboyant we have Clap Happy!, Delhi Dancing and Perfect Harmony; we get delegates, clapping, dancing or singing as one. For a more physical activity then Drumming is popular or enthuse your team with an ancient Maori tribal dance in the Haka.

Evening events are a mix of competitive, themed and meal-based teambuilding activities. Feel the thrill of financial trading in Stocks & Shares, will you boom or bust? Maybe unwind with some spirited Cocktail Making. Chance your hand on our Casino Night or double down to become a Millionaire By Midnight...





*Communicate*



Motivate

*Create*



**FUN**





# PROFESSIONAL *Service*

Consulting



EUROPEAN BUSINESS CENTER

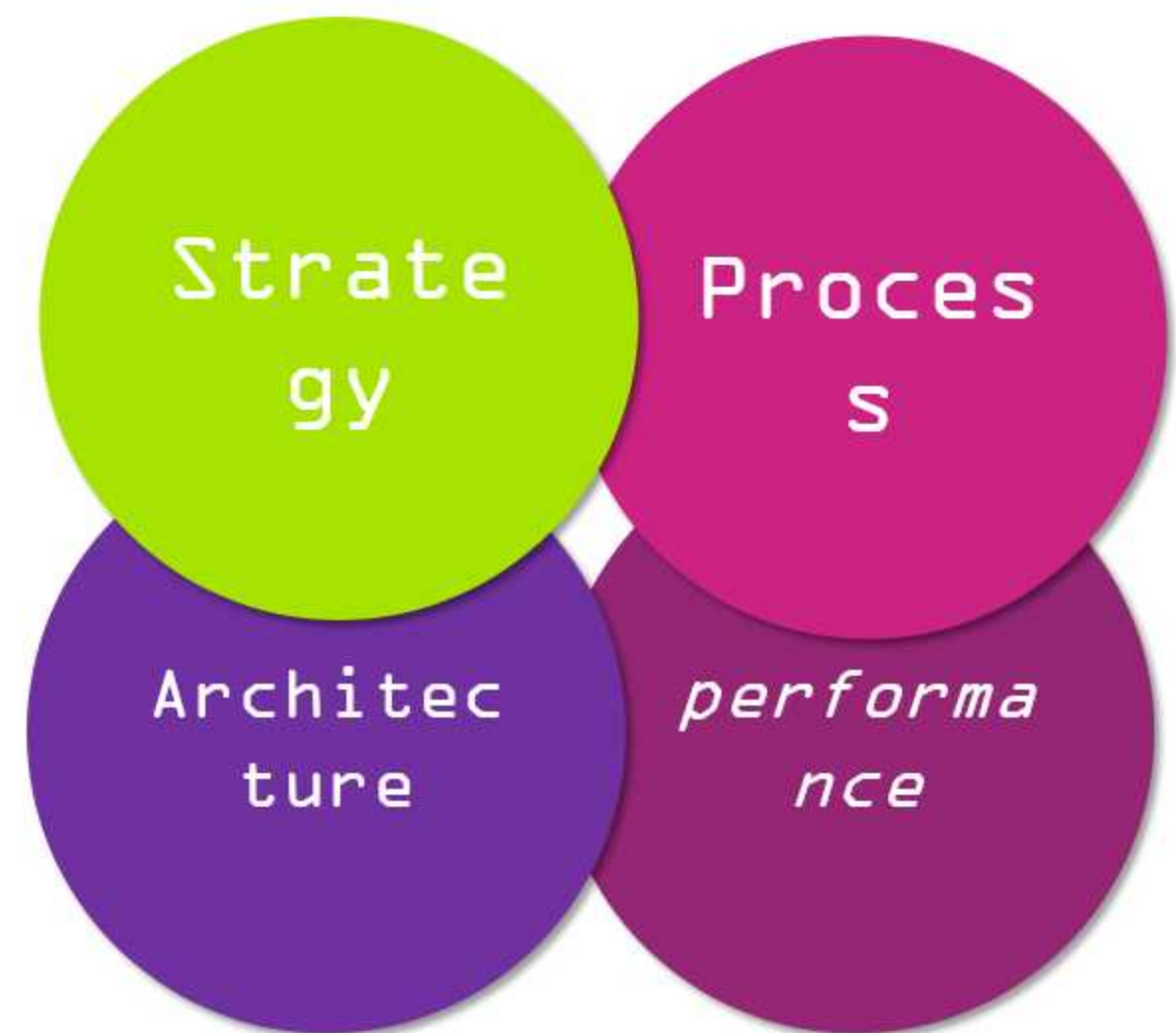




## IT Consultation

### *Deliver Business Impact Through Business - IT alignment*

Businesses are realizing the importance of improved partnership between Business and IT, to sense and respond to changing market dynamics. EBC Consulting services help you drive growth by transforming your processes and technology infrastructure. We focus on improving the IT and business alignment of your organization through strategy, process, architecture and performance. Our business and IT consulting services support complex business transformations and span across strategy formulation to implementation.



## Success Delivery Methodology

At EBC , we leverage our extensive experience to guide you in deciding when to go with out-of-the-box capabilities and when to adjust the solution to your specific situation. Our approach is based on a proven seven-phase model with prescribed phases to help you align IT, employees, and end users for success:







## IT consulting expertise to make your IT transformation a success

*Our expert IT consultants and trainers use proven methodologies to help you optimize costs, reduce risk, and see a faster return on your IT investments.*

Our ready-to-use enablers, frameworks and tools offer unique benefits based approach which helps you improve business performance. Our extensive global experience across multiple sectors prepares you for profitable business growth focused on customer-centricity, reduced time to market, and increased operational excellence.

We address business challenges in the following practice areas:



- **Agile Advisory Services:** Enable faster, better, business decisions through visualization of key business outcomes through accelerated time to market, improved productivity and quality
- **Cloud Advisory Services:** Experience the best cloud computing solutions for your environment
- **IT Process & Service Management:** Deliver high quality services to maximize IT's contribution to business
- **IT Strategy & Architecture:** Integrate and align IT with your business strategies for improved agility, greater value, and faster growth.
- **Service Integration and Management:** Maximize business value through innovative, predictable and flexible delivery of end-to-end services with strong governance and collaboration

## ERP & GRP Implementation service

EBC International can help your organization minimize disruption and delays associated with the deployment of enterprise software. To achieve operational efficiency and a high return on investment from new technology, private and public sector organizations turn to the EBC International team and rely on our proprietary PERFECT Path™ Implementation Methodology. Our technology-agnostic methodology is based on collective experience with hundreds of ERP implementations on SAP, Oracle and MS Dynamics software solutions.





# VENDORS

## *Partnership*





# Opentext™ | Partner

THE OPENTEX GLOBAL PARTNER PROGRAM GRANTS

**EBC (European Business Center for Training & Development)**

THE STATUS OF:

## Open Text Technology Registered Partner

Congratulations on achieving the status of Open Text Technology Registered Partner. Together, as partners, we fulfill key market objectives to drive new business, establish a competitive advantage, and create demonstrable business value. We look forward to helping you make the most of your membership. Welcome to the Open Text partner community!



Jennifer Colquhoun  
Sr. Director, Global Partners and Alliances

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# TESTIMONIALS

# EBC





# TESTIMONIALS



“

"Thank you for facilitating our teambuilding event; we had great response from the team! They were excited about the event, thought it was really fun and different. It was fun seeing everyone work together and it was an even better time watching the teams present."

”

**Salim Al Hanaai**

**Training Manager – DUQM Especial Economy zone Authority**



“

Dr. Haggag , thanks again for a great event. We had a fun time recapping today all the highlights of event. Everyone thought you were a great facilitator and enjoyed working with you. You brought a lot of energy, humor and passion. We all thought it was a great personal touch and clever how you incorporated people's interests into it, too. We'll definitely recommend EBC to anyone looking for something fun and unique.

”

**Ahmed Al Reyamy**

**Head of Talent Development – Oman Electricity transmission Company**



“

"Thank you! We're continuing to receive great feedback on the Team Building Championship Event. We appreciate your efforts in making it such a charismatic, personalized experience!"

”

**Mohammed Al Nadabi | Senior Administrator | Training & Development**





We Bring what's  
Inside  out



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