



### ✦ Meeting Title:

AIDA model

#### 📅 Meeting Identification:

Running communication techniques have become well-known to the public, not to mention those interested in management science. Today we introduce the audience to a new concept which deals with the mechanism of achieving goals and fulfilling aims of any communication process, whether it is, audible, written, visual, or the previous forms altogether. AIDA model has been a great success in worlds of publicity, marketing, management and negotiations. Today it is achieving magnificent results in written communication, and raises communication efficiency to %75 comparing to other models.

#### 🎯 Aimed Groups:

- Executives and leaders.
- Marketers and Salesmen.
- Orators of formal or public speeches.
- Everyone who would like to achieve communication goals efficiently

#### 📊 Meeting Objectives:

- Introducing ideas and concepts of AIDA model.
- Realizing AIDA model in world communication model.
- Being introduced to the uses of AIDA in everyday practical life.
- Promoting skills of trainees to deal with AIDA.

#### 📄 Meeting Contents:

- An Introduction on AIDA model.
- The purpose of using this model.
- How to use AIDA model.
- Applications, marketing and publicity examples for this model.
- Written applications of this model.
- Levels of speech for the model.



### **Course Duration:**

One day for two hours (practical and theoretical).

### **Course Location:**

In a public place or in a hall which accommodates twenty individuals, each five in a circle.

### **\$ Course cost:**

##### expenses of the host Centre on each training day, excluding costs of transportation, hall and hotel of the trainer.

### **Course Requirements:**

- Data show
- Computer
- Whiteboard and pens
- Blue and red pens
- White blank paper
- lecture room supplied with (seats, tables set in groups).



### **Training Devices:**

- Video and practical models
- Audio tape
- A serial show using Power Point.



### **Participants will obtain:**

*Canada Global Consulting and Training Centre*

*Vancouver-Canada*