

# Sales & Marketing - Business Model Canvas

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Mercure Tbilisi Old Town  
Tbilisi, Georgia

## Agenda

Day 1

Time	Session
18:30	Registration
18:45	Customers/Target Group ; Value of the Offer
20:30 - 21:00	Coffee Break
21:00 - 22:30	Relationship to the Customer Sales Channels

## Day 2

Time	Session
18:30	Registration
18:45	Key Activities of the Company ; Key Resources
20:30 - 21:00	Coffee Break
21:00 - 22:30	Key Partners Needed Benefits & Costs

## Day 3

Time	Session
18:30	Registration
18:45	(Personal) Branding and Professional ; Networking
20:30 - 21:00	Coffee Break
21:00 - 22:30	Public Speaking Interview with a Coach - Role Model as a Marketing