

CIMGCONSULT TRAINING PROGRAMMES FOR 2026

DATE	PROGRAM	FEES PER PARTICIPANT	VENUE	TIME	FACILITATOR
04- 05 March	Confidence, Influence & Impact	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Theodore Albright
09 – 10 April	Strategic Planning & Optimising Marketing Campaigns	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Bright Ladzekpo
09 – 10 April	Customer Journey Mapping	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Bright Ladzekpo
23 – 24 April	Customer Experience Management in the Modern Organisation	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Ms. Helen Goloh
14 – 15 May	Data & Marketing Analytics	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Bright Ladzekpo
28 –29 May	Developing a Compelling and Workable Marketing Strategy	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Ms. Setsuti Gokah Iwovi
26-27 June	Sustainable Brand Strategy	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Kofi Fumey
30- 31 July	Managing the Sales Team	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Michael Abbiw
27 – 28 August	Strategic Brand Management	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Kofi Fumey
11 – 12 September	Sales & Business Development Skills	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Jerome Adjah
24 – 25 September	Social Selling	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Mawuli Ocloo
28 – 29 October	Using Customer Insight to Drive Marketing Strategy	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Isaac Gwumah

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26 – 27 November	Storytelling for Persuasive Presentations	GHS3,500.00	Coconut Grove Hotel, Accra	9:00AM – 3:00PM	Mr. Theodore Albright
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ALTERNATIVE PROGRAMMES TO INFUSE OR CHANGE

Core Professional & Regulatory Focus (Marketing)

- Ethical and Professional Responsibility of the Marketer
- Marketing Regulations, Advertising Standards & Consumer Protection Updates for 2026 and Beyond
- Digital Marketing Transformation: Using AI, Automation, Blockchain & Data Analytics in Marketing
- Trade, Pricing & Consumer Policy Updates for Marketers (2026)

Strategy, Analytics & Performance

1. Advanced Marketing & Customer Analytics
2. Revenue Growth, Pricing Strategy & Commercial Risk Management
3. Public Sector Marketing, Government Communications & Stakeholder Engagement
4. Environmental, Social and Governance (ESG) in Marketing & Brand Strategy

Compliance, Data & Technology

- Optimising Marketing Compliance: Data Protection, Consent & Digital Ethics
- Building Interactive Marketing Dashboards with Excel, Power BI & Marketing Analytics Tools
- Marketing Governance & Controls in Digital Environments (Cybersecurity, Data & Brand Protection)
- Exploring Key Marketing, Advertising & Consumer Protection Legislations in Ghana

CIMGCONSULT TRAINING PROGRAMMES FOR 2026

Advanced Marketing Practice Areas

1. Marketing & Commercial Financial Modelling (ROI, ROMI & Campaign Valuation)
2. Pricing Strategy, Revenue Models & Go-to-Market Execution
3. Strategic Marketing Leadership, Risk Management & Corporate Governance
4. Sustainable Marketing, Climate Communication & Green Branding
5. Development Marketing, NGO Communications & Donor Visibility Management

Risk, Reputation & Market Stability

- Enterprise Marketing Risk Management in Turbulent Times – managing inflation, FX impacts, consumer sentiment & geopolitical uncertainty
- Marketing Evidence in a Digital World – Ensuring Data Integrity, Insights Reliability & Campaign Accountability
- Regulatory Reviews, Brand Audits & Dispute Resolution with Regulators and Stakeholders

Personal & Professional Development

- Personal Branding & Digital Presence for Marketing Professionals

Specialised Marketing Disciplines

1. Marketing Forensics: Investigating Brand Failures, Campaign Fraud & Misrepresentation
2. Marketing & Consumer Analytics for Fraud Detection and Trust Management
3. Marketing Services Management & Agency Leadership
4. Enterprise Marketing Risk & Reputation Management

Trade, Market Access & International Marketing

- Understanding Customs, Trade Regulations & Market Entry Strategies for Marketers

Core Professional Skills

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- Professional Skills for Marketers: Communication, Storytelling, Negotiation & Executive Report Writing

Development, NGO & Social Impact Marketing

- NGO Marketing, Donor Visibility & Development Communications

Data, Governance & Sustainability (Marketing Lens)

1. Data Analytics for Marketing & Business Professionals
2. Strategic Marketing Governance, Brand Audits & Compliance
3. Corporate Marketing Strategy, Risk Management & Governance
4. Green Marketing, Sustainability Communication & Responsible Branding

Commercial Intelligence & Innovation

- Marketing Modelling & Valuation – Measuring Brand Equity, Campaign ROI & Customer Lifetime Value
- Artificial Intelligence & Machine Learning in Marketing Practice
- Emotional Intelligence & Leadership for Marketing Leaders – Driving Collaboration, Creativity & Resilience
- Designing Marketing KPIs & Performance Systems That Drive Strategic Growth
- Brand Fraud, Counterfeiting, Reputation Damage & Corporate Sanctions

ESG, Leadership & Strategic Marketing

1. Environmental, Social and Governance (ESG) Strategy for Marketers
2. Pricing, Revenue Ethics & Market Administration
3. Commercial Strategy, Pricing Risk & Revenue Management
4. Marketing Leadership & Boardroom Strategy

International, Sustainable & Career Growth

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- Transfer Pricing Implications for Marketers – Market Strategy, Intercompany Branding & Regulatory Expectations
- Green Brands, Sustainable Products & Project Marketing in Ghana
- Building Resilience, Wellness & Work-Life Balance in Marketing – managing pressure, targets & creative burnout
- Building a Global Career as a Ghanaian Marketing Professional – networks, international standards & mobility