

ENTERPRISE DIGITAL TRANSFORMATION IN CYPRUS USING PROJECT MANAGEMENT TECHNIQUES

4 & 5/ 11/ 2024 – Ξενοδοχείο «ALASIA», Λεμεσός

Στην ψηφιακή εποχή που ζούμε οι Κυπριακές επιχειρήσεις και κυρίως οι μικρές αντιμετωπίζουν σημαντικές οργανωτικές και άλλες προκλήσεις και αδυναμίες που τις εμποδίζουν να ανταγωνίζονται με επάρκεια μέσω της χρήσης του διαδικτύου (online). Χρειάζεται ως εκ τούτου να μεταμορφωθούν ψηφιακά για να αντιμετωπίσουν τις προκλήσεις με επιτυχία και να μπορέσουν να είναι ανταγωνιστικές στο νέο αυτό (ψηφιακό) περιβάλλον.

Αναλυτικότερα το πρόγραμμα θα ενισχύσει την ικανότητα των μικρών επιχειρήσεων να:

- προετοιμάσουν σωστά την ψηφιακή μεταμόρφωση της εταιρείας τους (Digital Transformation) ώστε σημαντικός αριθμός εταιρικών λειτουργιών και δράσεων να διεκπεραιώνονται μέσω του διαδικτύου και γενικότερα της ηλεκτρονικής τεχνολογίας
- εφαρμόζουν με επιτυχία ψηφιακές τεχνικές διαχείρισης έργων όπως το WaterFall και το Agile Project Management για να επιτύχουν την ψηφιακή μεταμόρφωση τους
- διαχειρίζονται αποτελεσματικά εξωτερικούς προμηθευτές και συνεργάτες στην πορεία της ψηφιακής τους μεταμόρφωσης ώστε να μεγιστοποιούν τα οφέλη για την επιχείρηση / οργανισμό τους
- υλοποιούν αποτελεσματικά σημαντικά ψηφιακά έργα όπως σχεδιασμό ιστοσελίδας (web design), διαδικτυακές εκστρατείες μάρκετινγκ (online marketing campaigns), ERP, ανάπτυξη λογιστικής πλατφόρμας (accounting platform development) κ.α.
- αντιλαμβάνονται τα οφέλη που προκύπτουν από τη ψηφιακή μεταμόρφωση (μείωση κόστων, διάνοιξη νέων τμημάτων της αγοράς, διεύρυνση πελατειακής βάσης, αξιοποίηση περισσότερων καναλιών επικοινωνίας όπως έξυπνων κινητών τηλεφώνων, tablets, κ.α.)



ΣΤΟΧΟΣ ΣΕΜΙΝΑΡΙΟΥ

Το επιμορφωτικό πρόγραμμα στοχεύει στο να υποδείξει στους συμμετέχοντες τον τρόπο με τον οποίο θα μπορέσει επιτευχθεί η ψηφιακή μεταμόρφωση των Κυπριακών επιχειρήσεων μέσω των αναγκαίων αλλαγών, χρησιμοποιώντας τις κατάλληλες ψηφιακές τεχνικές διαχείρισης έργων.

Με την ολοκλήρωση του προγράμματος οι καταρτιζόμενοι θα είναι σε θέση, μεταξύ άλλων, να:

- περιγράφουν τις σύγχρονες τεχνολογικές τάσεις που μεταμορφώνουν την σύγχρονη οικονομία σε όλους τους τομείς
- αναγνωρίζουν την δέσμευση που απαιτείται από πλευράς της επιχείρησής τους για ψηφιακή μεταμόρφωση
- κατανοήσουν πως οι ξένοι και Κύπριοι καταναλωτές, πελάτες, προμηθευτές και άλλοι ενδιαφερόμενοι προσαρμόζονται και χρησιμοποιούν όλο και περισσότερο το διαδίκτυο με αποτέλεσμα να εξαρτώνται από αυτό σε μεγάλο βαθμό
- περιγράφουν την μεθοδολογία και τις τεχνικές που ακολουθεί το Water Fall Project Management
- περιγράφουν την μεθοδολογία και τις τεχνικές που ακολουθεί το Agile Project Management
- οργανώνουν τις λειτουργίες της επιχείρησής τους για ψηφιακή μεταμόρφωση με την διαμόρφωση ενός σχετικού 5ετούς στρατηγικού σχεδίου ανάπτυξης
- συνάπτουν και διαχειρίζονται συμβάσεις και συνεργασίες που γίνονται για να επιτευχθεί ο στόχος της ψηφιακής μεταμόρφωσης
- καταρτίζουν προϋπολογισμούς και να υπολογίζουν την απόδοση (ROI) ψηφιακών και ηλεκτρονικών έργων
- αντιμετωπίζουν αποτελεσματικότερα τις οποιοσδήποτε αντιδράσεις προκαλεί η αλλαγή της ψηφιακής μεταμόρφωσης

Πληροφορίες και κόστος

Ημερομηνίες Διεξαγωγής: Δευτέρα **04/11/2024** και Τρίτη **05/11/2024**

Χώρος Διεξαγωγής: Ξενοδοχείο «ALASIA», Λεμεσός

Διάρκεια Ιδρυματικού Μέρους: 14 ώρες και θα διεξαχθεί σε 2 ημέρες

Ώρες Διδασκαλίας: 08:30 - 17:00

Διάρκεια Ενδοεπιχειρησιακού Μέρους: Επίσκεψη του εκπαιδευτή διάρκειας επτά (7) ωρών σε κάθε συμμετέχουσα εταιρεία, για εξειδικευμένη επί τόπου μελέτη και συζήτηση των εφαρμογών που θα πρέπει να λάβουν χώρα στη συγκεκριμένη επιχείρηση σε σχέση με το αντικείμενο του προγράμματος.

Γλώσσα Διδασκαλίας: Το πρόγραμμα θα διεξαχθεί στην Αγγλική γλώσσα, όμως συζητήσεις και παρεμβάσεις μπορούν να γίνουν και στην Ελληνική γλώσσα.

Αρχικό Κόστος προγράμματος ανά συμμετέχοντα: €2100 - **100% Επιχορήγηση από ΑνΑΔ**

Το πρόγραμμα έχει εγκριθεί ως πρόγραμμα Ζωτικής Σημασίας και επιχορηγείται εξ' ολοκλήρου από την ΑνΑΔ. ΔΕΝ υπάρχει οποιαδήποτε οικονομική επιβάρυνση για τις επιχειρήσεις / οργανισμούς.

Το πρόγραμμα εγκρίθηκε από την ΑνΑΔ ως Ζωτικής Σημασίας. Οι επιχειρήσεις/οργανισμοί που συμμετέχουν με εργοδοτούμενους τους, οι οποίοι ικανοποιούν τις προϋποθέσεις της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.



Περιγραφή Υποψηφίων

Το πρόγραμμα απευθύνεται σε **Ιδιοκτήτες, Γενικούς Διευθυντές και υπεύθυνους Πληροφορικής, Μάρκετινγκ, Πωλήσεων και Στρατηγικού Σχεδιασμού επιχειρήσεων / οργανισμών, περιλαμβανομένων και των επιχειρήσεων που προσφέρουν υπηρεσίες, εργαλεία και λύσεις που σχετίζονται με την ψηφιακή μεταμόρφωση.**

Εκπαιδευτής



Το Επιμορφωτικό πρόγραμμα θα διδάξει ο ξένος εμπειρογνώμονας κ. **Philip Ammerman**. Ο Philip είναι σύμβουλος επιχειρήσεων, επιχειρηματίας και επενδυτικός σύμβουλος από το 1993. Έχει συμβουλευτεί νεοφυείς επιχειρήσεις, επενδυτές και επιχειρήσεις σχετικά με τον ψηφιακή μετασχηματισμό, τη διεθνοποίηση και την ανάπτυξη με γνώμονα τις επενδύσεις. Οι εξειδικεύσεις του περιλαμβάνουν την αποτίμηση (valuation) και ανάπτυξη τεχνολογικών startups, καθώς και τη διαχείριση ψηφιακού έργου (project management), το ψηφιακό μάρκετινγκ, την ανάπτυξη DeepTech, τον επανασχεδιασμό επιχειρηματικών διαδικασιών, τη χρηματοοικονομική μοντελοποίηση (financial modelling), την ανάλυση κινδύνου (risk analysis) και τη δέουσα επιμέλεια (due diligence). Ο Philip είναι εκπαιδευτής του ΚΕΒΕ για 24 και πλέον χρόνια και έχει παρουσιάσει δεκάδες επιμορφωτικά προγράμματα ζωτικής σημασίας επιχορηγούμενα από την ΑνΑΔ. Είναι επίσης σύμβουλος στην Ευρωπαϊκή Επιτροπή, στο Πρόγραμμα Horizon, σε διάφορους οργανισμούς της ΕΕ, σε διεθνείς τράπεζες ανάπτυξης, καθώς και σε επενδυτικά κεφάλαια.



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Δηλώσεις Συμμετοχής

Οι ενδιαφερόμενοι παρακαλούνται όπως συμπληρώσουν **ηλεκτρονικά** τη σχετική δήλωση συμμετοχής πατώντας **[ΕΔΩ](#) το αργότερο μέχρι την Παρασκευή 25 Οκτωβρίου 2024.**

Σημαντικό: Πέραν της ηλεκτρονικής δήλωσης συμμετοχής που θα συμπληρώσετε για το ΚΕΒΕ, για να θεωρείται έγκυρη η εγγραφή σας αλλά και για να μπορείτε να παρακολουθήσετε το σεμινάριο, **περίπου μια εβδομάδα πριν** την ημερομηνία διεξαγωγής του σεμιναρίου, θα αποσταλούν στις συμμετέχουσες εταιρείες περισσότερες πληροφορίες καθώς και **ο αριθμός εφαρμογής** του προγράμματος τον οποίο θα χρησιμοποιείτε για να κάνετε την εγγραφή σας στο σεμινάριο και μέσω της ψηφιακής πλατφόρμας «ΕΡΜΗΣ».

Για περισσότερες πληροφορίες ή διευκρινίσεις μπορείτε να επικοινωνείτε με την κα. Ζωή Πιερίδου, Λειτουργό ΚΕΒΕ, στα τηλ. 22889746/ 22889715, email: z.pieridou@ccci.org.cy.

Με εκτίμηση,
Χρίστος Ταντελής
Ανώτερος Λειτουργός ΚΕΒΕ

ΓΕΝΙΚΗ ΣΗΜΕΙΩΣΗ: Οι επιχειρήσεις /οργανισμοί που επιθυμούν να συμμετέχουν σε επιμορφωτικά προγράμματα επιχορηγημένα από την ΑνΑΔ, εάν δεν το έχουν ήδη κάνει, θα πρέπει **απαραίτητως** να προχωρήσουν **άμεσα** με την **εγγραφή τους στη ψηφιακή πλατφόρμα «ΕΡΜΗΣ»** (<https://ermis.anad.org.cy/>):

1. Εγγραφή υποψηφίων για συμμετοχή στο μητρώο της ΑνΑΔ ως φυσικά πρόσωπα.
2. Εγγραφή εταιρείας στο μητρώο της ΑνΑΔ ως νομικό πρόσωπο.
3. Υποβολή αιτήματος εταιρείας για την απόκτηση του ρόλου «Εργοδότης».
4. Σύνδεση υποψηφίων για συμμετοχή με τον εργοδότη τους, με κωδικό εξουσιοδότησης που τους παρέχει ο εργοδότης.

Η πιο πάνω διαδικασία εγγραφής της επιχείρησης/οργανισμού ως Νομικό πρόσωπο, καθώς και των Φυσικών προσώπων στον «ΕΡΜΗΣ» γίνεται **μόνο μια φορά**.

Για περισσότερες πληροφορίες / διευκρινίσεις μπορείτε απευθυνθείτε στο αρμόδιο τμήμα της ΑνΑΔ, τηλ. 22390300 (ext.2).



ΑΝΑΛΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ

ΔΕΥΤΕΡΑ 4/11/2024 (ΗΜΕΡΑ 1^η)

08:30 – 08:45 Registration

08:45 – 09:45 Digital Transformation

- State of the Internet in the World and in Cyprus
- Digital Transformation: Definition and key functions for small enterprises
- Customer demographics: What is a digital native? How do different demographic groups operate online? How do we measure their activities?
- Psychology and psychography of online customer activities
- Working in Internet Time: Internet time is 24 hours per day, 7 days per week. 365 days per year. Customers interact online across all channels
- Minimum digital functions: what online functions are standards now? What do we expect will be standard in 5 years? In 10 years?
- How is technology changing? How will the Internet of Things (IoT) and the semantic internet affect consumer interaction?
- How has the world changed in 5 years? Which of these trends have already made it to Cyprus? Which will make it in the next 5 years?

09:45 – 10:45 Digital Strategy and Commitment

On order to succeed digitally, enterprises must make a serious commitment to digital operations. This requires strong leadership, organisational transformation and deep cultural change. This session will cover:

- Leadership of digital transformation across organisational silos and barriers
- Enterprise, unit and individual accountability and responsibility
- Corporate culture: work and customer prioritisation and focus
- Aligning company strategy and positioning with online presence
- Accountability at different levels in the organisation

Workshop 1: Your Digital Transformation Goals and Environment

Workshop 2: Using Zoho Sign for GDPR

10:45 – 11:00 Morning Coffee Break

11:00 – 12:00 Principles of Digital Project Management

This session introduces project management for digital projects. The training subjects include:

- Introduction to project management

- Project management frameworks, including PMI, Waterfall and Agile
- Typical phases and components of digital project management:
 - Identification of Enterprise needs
 - Distribution into one or more projects, defined as contracts
 - Specifications documents and tenders (RFP/RFQ), including budgets
 - Tender awards and contracts, including price/quality/time tradeoffs
 - Project planning: Gantt charts, timelines, milestones, deliverable
 - Meetings and reporting
 - Completion process and verification
 - Project activities after the project completion
 - Service level agreements (SLA)
 - Understanding Hosted Services
 - Understanding Online and Offline Hybrids (Server versus Cloud)
 - Understanding Copyright, Data protection, and confidentiality

Workshop 3: Using Asana for Digital Project and Team Management

12:00 – 13:00 Waterfall Project Management (PART 1)

Introduction, Project Requirements, Contracting

- The five phases of Waterfall Project Management
- Defining Project Requirements
- Drafting a Request for Proposals (RFP)/Request for Quotes (RFQ)
- Differentiating between Inputs and Outputs
- Defining Milestones and Timelines
- Allocation budgets in terms of time and costs to milestones and deliverables
- Preparation needed from the contractor side and the vendor side
- Holding a tender
- Awarding a tender
- Contracting

13:00 – 13:45 Lunch Break

13:45 – 15:15 Waterfall Project Management (PART 2)

Specifications, Analysis and Design

- Analysis and mapping of business logic and commercial processes
- Drafting the Project Specifications Documents
- Identifying deviation between RFP and Project Specifications Documents



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- Revising budgets and work allocation
- Software / Internet design processes: Wireframe drawing and mock-ups
- User experience/ User interaction/ customer experience management
- CMS and ecommerce issues
- Data security
- Data back up and disaster recovery

- Reporting and management
- Milestone completion and budget release
- Alpha testing: best practise
- Beta testing: best practise
- Verification
- Handover training
- Post-project maintenance and support
- Service Level Agreements (SLAs)

Case Study 1: Developing a Project Website Specification

Workshop 4: Using Bitrix24

15:15 – 15:30 Coffee Break

15:30 – 17:00 Waterfall Project Management (PART 3)

Implementation, Verification and Maintenance

- Project implementation

TPITH 5/11/2024 (HMEPA 2^o)

08:30 – 08:45 Registration

08:45 – 10:45 Agile Project Management

This session presents Agile project management.

Items covered include:

- The Agile Manifesto
- Agile project lifecycle / adaptive project lifecycle
- When to choose agile as a project management method
- Advantages and disadvantages of iterative design
- Advantages and disadvantages of self-organising teams and groups
- Impact on agile project management and project budgets
- Scrum process, Kaizen process
- Planning agile processes
- The role of the project manager or scrum master in agile projects, Risks of using agile in Cyprus
- How to choose an agile technology vendor in Cyprus

- Role of the outsourced service provider / role of the contractor
- Verifying vendor capabilities: how to differentiate hype from reality
- Contract structure, Content ownership
- Intellectual property rights: own content / vendor platforms / third party providers (for instance, digital photographs or media)
- Best practise in contract management
- Best practise in digital asset management
- Contract milestones and clauses
- Penalties and break-up clauses for non-performance
- Service-Level Agreement (SLA) contracts, including defining critical incidents, level of impact, response times, and performance levels

Workshop 5: Using Jira (Atlassian)

Workshop 6: Using Zoho

10:45 – 11:00 Morning Coffee Break

11:00 – 12:15 Digital Outsourcing and Contracting

This session provides an in-depth view at writing digital contracts for specific projects as well as larger outsourcing initiatives. It covers elements that enable a company to “own” and to control a digital initiative, such as web design, pay-per-click marketing, etc. Several contracts will be presented and their clauses explained. Components include:

- “Make or buy” decisions: When to outsource; when to hire full-time capability

12:15 – 13:15 Using Project & Team Management Software

This session reviews different options for online project management and team management. This is an effective tool for managing digital projects and initiatives for small enterprises, as it allows for multiple users to login, track progress, assign tasks, etc. We will review:

- Choosing online project management software
- Free vs subscription capabilities
- Asana, Bitrix24, Jira, Zoho

Workshop 7: Using Facebook Standard and Advanced Advertising



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13:15 – 14:00 Lunch

14:00 – 15:00 Budgets & ROI

Many enterprises cannot adequately measure digital project budgets and return on investment. This session will provide a detailed structure and analytical framework for budgeting using Microsoft Excel.

- Expenditure calculations:
 - Contracts, Cost overruns
 - Financial versus time expenditure
 - Opportunity costs
- Income calculations
 - Revenue, Intangible benefits
 - Long-term revenue opportunities
- Return on Investment (ROI) methods
 - Net cost basis, Terminal / asset value basis

15:00 – 15:45 A 5-Year Plan to Digital Transformation

This session focuses on two areas:

First of all, we review the core digital operations needed for online competition in Cyprus today.

These include:

- Website development and core website features and functions
- Social media management and advertising
- Electronic Newsletters and email marketing
- Online advertising (PPC and branded)
- Search engine optimisation
- Online customer care, Analytics and monitoring

Each section is explained in detail, matching the requirement with the cost and benefit for the enterprise.

15:45 – 16:00 Coffee Break

16:00 – 17:00 A 5-Year Plan to Digital Transformation

(continued)

Second of all, we look at how rapidly the environment is changing, and how we anticipate Cypriot companies will be operating five years from

now. Key issues that will be faced in the future include:

- Big Data: How will enterprises store and extra value from big data? What types of analytics will be mined for product / service discounting, customer account regeneration, product selection and evolution?
- Customer profiling: How will databases use artificial intelligence to general customer profiles, consumption propensity, predictive marketing and tailoring special offers to customer profiles?
- Internet of Things: The IoT embeds intelligent agents into items. In the future, everything from food packaging to office materials will be tagged. Items will be traced en route, in storage and in consumption, including disposal. This fundamentally changes how suppliers view and predict ordering, replenishment, pricing, promotions, value chain, buffer stock levels, and all other related activities.
- Artificial intelligence and Intelligent agents: Right now, we depend on human agents, e.g. in a call centre, to handle customer requests. In the future, artificial intelligence will handle that automatically. This requires a standardisation of functions and much greater attention to commercial logic pathways and decision-making.
- Consolidation of Online Data: Right now, there are too many channels available, and all channels are fragmented. It is impossible, for instance, to integrate Facebook chat information and customer profiles with a standard ERP. In the future, integration will occur automatically, creating new challenges and opportunities for suppliers.

These are not so much future issues, as they are present issues. By focussing on these emerging trends and technologies, Cypriot enterprises understand the future course of digital transformation. This informs their decision-making today for the next 5 years of development.

ENTERPRISE DIGITAL TRANSFORMATION IN CYPRUS USING PROJECT MANAGEMENT TECHNIQUES

4 & 5/ 11/ 2024 – «ALASIA» Hotel, Limassol

In the digital era we live in, the Cypriot companies and especially the small businesses face significant organizational and other challenges and weaknesses that prevent them from competing adequately through the use of the internet (online). Therefore, they need to be digitally transformed to successfully face the challenges and to be able to compete in this new (digital) environment.

More specifically, the program will enhance the ability of small companies to:

- prepare properly the Digital Transformation of their company so that a significant number of corporate functions and actions will be carried out through the internet and electronic technology in general
- successfully implement the digital project management techniques such as Water Fall and Agile Project Management to achieve their digital transformation
- effectively manage the external suppliers and partners in the course of their digital transformation to maximize the benefits for their company / organization
- effectively implement important digital projects such as web design, online marketing campaigns, ERP, and accounting platform development, etc.
- understand the benefits of the digital transformation (cost reduction, opening up new market segments, expanding customer base, using more communication channels such as smartphones, tablets, etc.)



OBJECTIVE OF THE SEMINAR

The training program aims to indicate to the participants how the digital transformation can be achieved to the Cypriot companies through the necessary changes, using the appropriate digital project management techniques.

Upon completion of the programme, the participants will be able to:

- describe the modern technological trends that are transforming the modern economy in all areas.
- recognize the commitment required on the part of their companies to digital transformation.
- understand how foreign and Cypriot consumers, customers, suppliers, and other stakeholders are increasingly adapting and using the internet and they are therefore highly dependent on it.
- describe the methodology and techniques followed by Water Fall Project Management.
- describe the methodology and techniques followed by Agile Project Management.
- organize the operations of their company for digital transformation by formulating a relevant 5-year strategic development plan.
- conclude and manage contracts and partnerships made to achieve the goal of the digital transformation.
- draw up budgets and calculate the performance (Return On Investment) of digital and electronic projects.
- cope more effectively with any reactions caused by the digital transformation change.

Information and Participation Cost

Seminar Delivery Dates: Monday **4/11/2024** and Tuesday **5/11/2024**

City and Venue: «ALASIA» Hotel, Limassol

Duration of Institutional Part: 14 hours. The seminar will be held in two (2) days.

Seminar Hours: 08:30 - 17:00

Duration of the In-house Part: A seven (7) hour visit by the instructor to each participating company, for a specialized on-site study and discussion of the applications that should take place in the specific company in relation to the subject of the program.

Language: English

Discussions and interventions can also be done in the Greek language.

Program Cost per participant: €2100 - **100% SUBSIDIZED BY THE HRDA**

The program has been approved as a Vital Importance program and it is subsidized 100% by the HRDA.
There are no financial charges for businesses / organizations.

The programme has been approved by the HRDA as Vital Importance. Enterprises/organisations participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



Participants' Description

The program is addressed to **Owners, General Managers, IT Managers, Marketing, Sales, and Strategic Planning managers of companies / organizations, including businesses that offer services, tools and solutions related to digital transformation.**

Trainer



The training programme will be delivered by the expert Mr. Philip Ammerman. Philip is a consultant, entrepreneur and investment advisor who has advised start-ups, investors and enterprises on digital transformation, internationalisation, and investment-led growth since 1993. His specialisations include the valuation and development of tech startups as well as digital project management, digital marketing, DeepTech development, business process re-engineering, financial modelling, risk analysis and due diligence. Philip has been a trainer of CCCI for over 24 years and has presented over the years dozens of vital importance seminars subsidized by the HRDA. He is also a consultant for the European Commission, the Horizon Programme, various EU Agencies and International Development Banks as well as investment funds and venture capital firms.



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Participation

Interested parties are kindly requested to fill in the relevant **online participation form** by clicking **HERE** **no later than Friday 25 October 2024.**

Important: In addition to the electronic participation that you will fill in for the CCCI, in order for your registration to be considered valid and for you to be able to attend the seminar, more information as well as the programme number, that you will use to register for the seminar through the "ERMIS" digital platform, will be sent to all the participating companies, about a week before the date of the seminar.

For further information or clarifications, please contact Ms. Zoe Pieridou, CCCI Officer, tel: 22889746/15, email: z.pieridou@ccci.org.cy.

Yours sincerely,
Christos Tanteles
Senior Officer

GENERAL NOTE: Companies/organizations that would like to participate in training programmes sponsored by HRDA should proceed **immediately by registering on the "ERMIS" digital platform** (<https://ermis.anad.org.cy/#/front>):

1. Registration of participants as natural persons.
2. Registration of a company as a legal entity.
3. Submit a company's request to obtain the "Employer" role.
4. Connecting participants with their company, with an authorization code provided by the company as "Employer".

The above procedure is done only once.

For more information/clarifications, contact the HRDA, tel. 22390300 (ext. 2).



TRAINING PROGRAM

MONDAY 4/11/2024 (1st DAY)

08:30 – 08:45 Registration

08:45 – 09:45 Digital Transformation

- State of the Internet in the World and in Cyprus
- Digital Transformation: Definition and key functions for small enterprises
- Customer demographics: What is a digital native? How do different demographic groups operate online? How do we measure their activities?
- Psychology and psychography of online customer activities
- Working in Internet Time: Internet time is 24 hours per day, 7 days per week. 365 days per year. Customers interact online across all channels
- Minimum digital functions: what online functions are standards now? What do we expect will be standard in 5 years? In 10 years?
- How is technology changing? How will the Internet of Things (IoT) and the semantic internet affect consumer interaction?
- How has the world changed in 5 years? Which of these trends have already made it to Cyprus? Which will make it in the next 5 years?

09:45 – 10:45 Digital Strategy and Commitment

On order to succeed digitally, enterprises must make a serious commitment to digital operations. This requires strong leadership, organisational transformation and deep cultural change. This session will cover:

- Leadership of digital transformation across organisational silos and barriers
- Enterprise, unit and individual accountability and responsibility
- Corporate culture: work and customer prioritisation and focus
- Aligning company strategy and positioning with online presence
- Accountability at different levels in the organisation

Workshop 1: Your Digital Transformation Goals and Environment

Workshop 2: Using Zoho Sign for GDPR

10:45 – 11:00 Morning Coffee Break

11:00 – 12:00 Principles of Digital Project Management

This session introduces project management for digital projects. The training subjects include:

- Introduction to project management
- Project management frameworks, including PMI, Waterfall and Agile
- Typical phases and components of digital project management:
 - Identification of Enterprise needs
 - Distribution into one or more projects, defined as contracts
 - Specifications documents and tenders (RFP/RFQ), including budgets
 - Tender awards and contracts, including price/quality/time tradeoffs
 - Project planning: Gantt charts, timelines, milestones, deliverable
 - Meetings and reporting
 - Completion process and verification
 - Project activities after the project completion
 - Service level agreements (SLA)
 - Understanding Hosted Services
 - Understanding Online and Offline Hybrids (Server versus Cloud)
 - Understanding Copyright, Data protection, and confidentiality

Workshop 3: Using Asana for Digital Project and Team Management

12:00 – 13:00 Waterfall Project Management (PART 1)

Introduction, Project Requirements, Contracting

- The five phases of Waterfall Project Management
- Defining Project Requirements
- Drafting a Request for Proposals (RFP)/Request for Quotes (RFQ)
- Differentiating between Inputs and Outputs
- Defining Milestones and Timelines
- Allocation budgets in terms of time and costs to milestones and deliverables
- Preparation needed from the contractor side and the vendor side
- Holding a tender
- Awarding a tender
- Contracting

13:00 – 13:45 Lunch Break

13:45 – 15:15 Waterfall Project Management (PART 2)

Specifications, Analysis and Design

- Analysis and mapping of business logic and commercial processes
- Drafting the Project Specifications Documents



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- Identifying deviation between RFP and Project Specifications Documents
- Revising budgets and work allocation
- Software / Internet design processes: Wireframe drawing and mock-ups
- User experience/ User interaction/ customer experience management
- CMS and ecommerce issues
- Data security
- Data back up and disaster recovery

- Project implementation
- Reporting and management
- Milestone completion and budget release
- Alpha testing: best practise
- Beta testing: best practise
- Verification
- Handover training
- Post-project maintenance and support
- Service Level Agreements (SLAs)

Case Study 1: Developing a Project Website Specification

Workshop 4: Using Bitrix24

15:15 – 15:30 Coffee Break

15:30 – 17:00 Waterfall Project Management (PART 3)
Implementation, Verification and Maintenance

TUESDAY 5/11/2024 (2nd DAY)

08:30 – 08:45 Registration

08:45 – 10:45 Agile Project Management

This session presents Agile project management. Items covered include:

- The Agile Manifesto
- Agile project lifecycle / adaptive project lifecycle
- When to choose agile as a project management method
- Advantages and disadvantages of iterative design
- Advantages and disadvantages of self-organising teams and groups
- Impact on agile project management and project budgets
- Scrum process, Kaizen process
- Planning agile processes
- The role of the project manager or scrum master in agile projects, Risks of using agile in Cyprus
- How to choose an agile technology vendor in Cyprus

- “Make or buy” decisions: When to outsource; when to hire full-time capability
- Role of the outsourced service provider / role of the contractor
- Verifying vendor capabilities: how to differentiate hype from reality
- Contract structure, Content ownership
- Intellectual property rights: own content / vendor platforms / third party providers (for instance, digital photographs or media)
- Best practise in contract management
- Best practise in digital asset management
- Contract milestones and clauses
- Penalties and break-up clauses for non-performance
- Service-Level Agreement (SLA) contracts, including defining critical incidents, level of impact, response times, and performance levels

Workshop 5: Using Jira (Atlassian)

Workshop 6: Using Zoho

10:45 – 11:00 Morning Coffee Break

11:00 – 12:15 Digital Outsourcing and Contracting

This session provides an in-depth view at writing digital contracts for specific projects as well as larger outsourcing initiatives. It covers elements that enable a company to “own” and to control a digital initiative, such as web design, pay-per-click marketing, etc. Several contracts will be presented and their clauses explained. Components include:

12:15 – 13:15 Using Project & Team Management Software

This session reviews different options for online project management and team management. This is an effective tool for managing digital projects and initiatives for small enterprises, as it allows for multiple users to login, track progress, assign tasks, etc. We will review:

- Choosing online project management software
- Free vs subscription capabilities
- Asana, Bitrix24, Jira, Zoho



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Workshop 7: Using Facebook Standard and Advanced Advertising

13:15 – 14:00 Lunch

14:00 – 15:00 Budgets & ROI

Many enterprises cannot adequately measure digital project budgets and return on investment. This session will provide a detailed structure and analytical framework for budgeting using Microsoft Excel.

- Expenditure calculations:
 - Contracts, Cost overruns
 - Financial versus time expenditure
 - Opportunity costs
- Income calculations
 - Revenue, Intangible benefits
 - Long-term revenue opportunities
- Return on Investment (ROI) methods
 - Net cost basis, Terminal / asset value basis

15:00 – 15:45 A 5-Year Plan to Digital Transformation

This session focuses on two areas:

First of all, we review the core digital operations needed for online competition in Cyprus today.

These include:

- Website development and core website features and functions
- Social media management and advertising
- Electronic Newsletters and email marketing
- Online advertising (PPC and branded)
- Search engine optimisation
- Online customer care, Analytics and monitoring

Each section is explained in detail, matching the requirement with the cost and benefit for the enterprise.

15:45 – 16:00 Coffee Break

16:00 – 17:00 A 5-Year Plan to Digital Transformation

(continued)

Second of all, we look at how rapidly the environment is changing, and how we anticipate Cypriot companies will be operating five years from now. Key issues that will be faced in the future include:

- Big Data: How will enterprises store and extra value from big data? What types of analytics will be mined for product / service discounting, customer account regeneration, product selection and evolution?
- Customer profiling: How will databases use artificial intelligence to general customer profiles, consumption propensity, predictive marketing and tailoring special offers to customer profiles?
- Internet of Things: The IoT embeds intelligent agents into items. In the future, everything from food packaging to office materials will be tagged. Items will be traced en route, in storage and in consumption, including disposal. This fundamentally changes how suppliers view and predict ordering, replenishment, pricing, promotions, value chain, buffer stock levels, and all other related activities.
- Artificial intelligence and Intelligent agents: Right now, we depend on human agents, e.g. in a call centre, to handle customer requests. In the future, artificial intelligence will handle that automatically. This requires a standardisation of functions and much greater attention to commercial logic pathways and decision-making.
- Consolidation of Online Data: Right now, there are too many channels available, and all channels are fragmented. It is impossible, for instance, to integrate Facebook chat information and customer profiles with a standard ERP. In the future, integration will occur automatically, creating new challenges and opportunities for suppliers.

These are not so much future issues, as they are present issues. By focussing on these emerging trends and technologies, Cypriot enterprises understand the future course of digital transformation. This informs their decision-making today for the next 5 years of development.