

WORLD DAY OF QUALITY

08-09 November 2018 at the Hotel El Mouradi Gammarth 5 *, Tunis, Tunisia.

"COMPANY QUALITY (S / E) COMMUNICATION"

LECTURERS

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| Dr. Maya Mallat YASSINE ABU DHABI, EAU. | Zouhaier MARRAKCHI TUNISIE. | Christophe VILLALONGA FRANCE. | Djenidi BEN DAUD ALGERIE. | Lyes BEN HASSEL ALGERIE. | SEHIL TRIKI TUNISIE. | Jean-Paul CASSAR FRANCE. | Noble El Houssine BOUBAKER TUNISIE. |
| Strategies and tools for quality communication in the health sector. | Communication in the company: Views of business managers and quality managers, (VTR). | Quality Manager (S / E): Become a MAESTRO of Communication | Communication processed in QSE standards. | Communication in a crisis situation. | NLP, communication tool in the company at the service of the manager. | Difficult communication on the strategic orientations. | From Marketing and Creative Briefing with the advertiser to the Copy Strategy: Shemas, problems and remedies for successful communication within the web marketing agency. |
| Doctorate in Business Administration, specialty in Clinical Risk Management and Patient Safety. | Expert in standardization and integrated management. | Consultant in quality management / customer relationship organization, security, environment and CSR. | QSE Expert and consultant, expert at the ISO and former DG of the Algerian Institute of Standardization, IANOR. | Expert with national and international organizations. | Pshycopratician trainer in NLP and hypnosis teacher, Master Trainer & Master Coach. | PhD from the Ecole Centrale de Paris. Master's degree in Business Law. | El Houssine BOUBAKER, Chief Executive Officer, WEB2COM. |