

End-to-End Idea Management, from Proposal to Implementation

16 - 20 Mar 2027

Amsterdam - Zuidas business district hotel

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Ref.: 1023_369 **Date:** 16 - 20 Mar 2027 **Location:** Amsterdam - Zuidas business district hotel
Fees: 18500 **SAR**

This five-day programme builds the pipeline that carries an idea from submission to operational reality. Curriculum covers idea capture channels and campaigns, screening and evaluation criteria, business-case development, pilot design and scaling decisions, resourcing and ownership handover, and the governance that prevents pipeline stalls.

Training Course Categories

Customer Experience & Service Excellence (CX)	Digital & Data Transformation
Environment, Sustainability & ESG	Executive Skills & Corporate Communication
Governance, Risk & Compliance (GRC)	Human Capital Development & Future Skills (HCDP)
Innovation & Corporate Entrepreneurship	Leadership & Organisational Change
Organisational & Operational Excellence	Partnership Building & Third Sector Engagement
Performance Management & Impact Measurement (OKRs/KPIs)	Project, Programme & Portfolio Management (PPM) & PMO

Training Cities

Amsterdam

Netherlands

Barcelona

Spain

Dammam

Saudi Arabia

Dubai

United Arab Emirates

Jeddah

Saudi Arabia

London

United Kingdom

Paris

France

Riyadh

Saudi Arabia