



Join the Swiss PGA BUSINESS ACADEMY



Program

all courses online from 09:00 AM to 12:00 PM

Module 1 - People Management

- 20.11.24 Manage yourself
- 21.11.24 Know your Stakeholders
- 22.11.24 Relationship Management

Module 2 - Business Administration 101

- 27.11.24 Financial Management
- 28.11.24 Financial Planning and Manage Your Taxes
- 29.11.24 Register your Business and Invoice

Module 3 - Strategic Sales & Marketing

- 04.12.24 Find the Right Clients
- 05.12.24 Build Your Brand
- 06.12.24 Choose Sales Channels & Business Models

Module 4 - Operative Sales & Marketing

- 10.12.24 Bring Your Brand to Life
- 11.12.24 Negotiation Management
- 12.12.24 Concept of Digital Marketing Campaigns
- 13.12.24 Apply Concepts to Social Media



Swiss PGA members Receive 2 certification points for each visited module

Pricing

- CHF 250 per module
- CHF 800 for the whole package

Register directly through the MyPGA section on swisspga.ch. Non-members can register by mail to info@swisspga.ch.

Registration deadline 15.11.24 for all Modules.
Registration deadline for individual modules Friday before each module.