

FINAL PROGRAM OF THURSDAY, NOVEMBER 08, 2018.

TIMETABLE	SPEECH
08H00-08H45	Reception and registration of participants. Presentation of the first day.
	SESSION 01: Communication in all sectors. Moderator: Djenidi BEN DAOUD, Algeria.
08H45-09H20	Strategies and tools for quality communication in the health sector, Dr. Maya MALLAT YASSINE, Head of Clinical Risk Management, Abu Dhabi Health Services (SEHA), Abu Dhabi, United Arab Emirates.
09H20-09H55	NLP, a communication tool in the business at the service of the manager, Sehil TRIKI, Pshycopratician trainer in NLP and hypnosis teacher, Master trainer and Master Coach, TUNISIA.
09H55- 10H30	Discussion
	WORKSHOP 01. Moderator: Dr. Maya MALLAT YASSINE, Abu Dhabi, EAU.
10H30-11H05	Quality Manager (S / E): Become a MAESTRO of Communication.... Christophe VILLALONGA, Consultant in quality management / customer relationship organization, safety, environment and CSR, FRANCE.
11H05-11H40	First company witness : Communication in HAPPYNESS, Wafa ELLEUCH, Quality manager, Tunisia.
11H40-12H00	Discussion
12H00-12H15	Coffee break
12H15-12H50	Communication processed in ISO QSE standards. Djenidi BEN DAOUD, expert consultant in QSE, expert at the ISO and former DG of the Algerian Institute of Standardization, IANOR, Algeria.
12H50-13H25	Second company witness : Internal communication: Performance tools within companies and especially in the field of industry. LEONI case, Sihem AZOUN, Tunisia.
13H25-13H40	Third company witness : Communication in the Algerian Company for Realization of Industrial Projects SARPI
13H40-14H00	Discussion.
14H00	Lunch.

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	SESSION 02: Tools and means of communication. Moderator: Jean Paul CASSAR, France.
08H30-09H05	Communication in a crisis situation. Lyes BEN HASSEL, Expert at national and international organizations, Algeria.
09H05-09H40	Views of business managers and quality manager (S / E) on communication, (VTR). Zouhaier MARRAKCHI, Standardization expert, consultant and third party auditor in integrated management (QSE), ZMC, TUNISIE.
09H40-10H00	Fourth company witness : The role of the QHSE manager in the Algerian Company for Realization of Industrial Projects SARPI. Tarek NOUISI, Director QHSE, ALGERIE.
10H00-10H30	Discussion
10H30-11H00	Coffee break
	WORKSHOP 02. Moderator : Christophe VILLALONGA, France.
11H00-11H35	Difficult communication on the strategic orientations. Dr. Jean Paul CASSAR, International Consultant in organization, performance and quality of tertiary companies, France.
11H35-12H05	From Marketing and Creative Briefing with the advertiser to the Copy Strategy: diagrams, problems and remedies for successful communication within the web marketing agency. El Houssine BOUBAKER, Chief Executive Officer, WEB2COM, Tunisia.
12H05-12H40	fifth company witness : How does a service firm manage its communication system? Rim BAHLOUL, Engineer, QHSE Studies Manager, ZMC.
12H40-13H15	Discussion.
13H15-13H45	Closure
13H45	Lunch.