Final Report for Hamat Training Program for August 2024

Executive Summary

The Hamat Training program for August 2024 was designed to enhance the operational efficiency of the Digital Marketing, Customer Experience, and Events teams. The primary goal was to introduce and integrate new tools—Airtable, Metricool, and Daha AI—into the daily workflows, enabling more streamlined and data-driven operations. The training also focused on aligning team roles with these tools to ensure optimal utilization and collaboration across departments.

Key Achievements:

- **Successful Integration of Tools:** All teams are now proficient in using Airtable for project management, Metricool for social media management, and Daha AI for content generation and idea creation.
- **Redefined Roles and Responsibilities:** New roles were established for each department, ensuring clear ownership of tasks and efficient workflow management.
- **Enhanced Collaboration:** The training fostered better inter-departmental communication, particularly between the Digital Marketing and Customer Experience teams, leading to more cohesive project execution.
- **Delegation of Social Media Responsibilities:** The daily posting of social media content has been delegated to the marketing officers at each mall, starting with Panorama and Riyadh Park Malls. This initiative will be expanded to the other malls as part of the recommendations for the September and October proposals.

Summary of Activities:

- **Training Sessions:** A series of structured training sessions were conducted, focusing on the practical application of the new tools within the existing workflows.
- **Hands-on Exercises:** Teams participated in multiple exercises, simulating real-world scenarios to practice and solidify their understanding of the new platforms.

- **Feedback and Adjustments:** Regular feedback was gathered from participants, allowing for real-time adjustments to the training program, ensuring it met the needs of all team members.

Impact on Hamat:

The training has positioned Hamat to leverage cutting-edge tools for improved marketing, customer engagement, and event management. By aligning team roles with these new platforms and delegating social media responsibilities to on-site marketing officers, Hamat is set to achieve higher efficiency, better data utilization, and more targeted marketing efforts, ultimately enhancing the overall customer experience across its mall portfolio.

Detailed Training Overview

The August 2024 training program at Hamat was structured to provide comprehensive, hands-on experience with new digital tools and to redefine team roles and workflows for enhanced efficiency. The training was divided into several key sessions, each focusing on different aspects of the new tools and their integration into Hamat's operations.

1. Training Sessions Breakdown

- **Introduction to Tools:**
  - **Airtable:** The training began with an in-depth introduction to Airtable, focusing on its use for project management and workflow tracking. The teams learned how to set up databases, create task lists, and track project progress in real-time.
  - **Metricool:** The second session covered Metricool, emphasizing its application in social media management. Participants were trained on scheduling posts, analyzing social media performance, and generating reports.
  - **Daha AI:** The final tool introduction focused on Daha AI, which is now used for content generation and ideation. The team explored various features that help streamline the content creation process, including idea suggestions and automated content drafting.
- **Roles and Responsibilities:**
  - The training emphasized the importance of clearly defined roles within each department. New roles were suggested and discussed, tailored to maximize the effectiveness of the tools introduced.
  - **Digital Marketing Team:** Responsible for overarching social media strategy, content calendar management, and overseeing the implementation of Metricool across all malls.
  - **Customer Experience Team:** Tasked with monitoring and responding to customer inquiries via social media, ensuring a seamless communication process.
  - **Events Team:** Focused on utilizing Airtable to manage event planning, execution, and post-event analysis.
- **Hands-On Exercises:**
  - **Simulated Scenarios:** Participants engaged in simulations that mirrored real-world challenges, such as managing a social media campaign for an upcoming event at one

of the malls. These exercises allowed teams to apply their newly acquired skills in a controlled environment.
  - ○ **Collaborative Projects:** Teams worked together on cross-departmental projects, fostering collaboration and helping them understand the interconnectedness of their roles and tools.

2. Delegation of Social Media Responsibilities

- **Implementation in Panorama and Riyadh Park Malls:**
  - ○ As a result of the training, the daily posting of social media content was delegated to the marketing officers at Panorama and Riyadh Park Malls. This approach is designed to ensure that content is more locally relevant and timely, enhancing engagement with the mall's audience.
  - ○ **Expansion Plan:** The success of this delegation will be monitored, and the approach will be expanded to other malls in the coming months, with recommendations for September and October already in development.

3. Feedback and Real-Time Adjustments

- **Participant Feedback:** Continuous feedback was collected throughout the training sessions, allowing for adjustments to be made in real-time. This ensured that the training was responsive to the needs of the participants and maximized the learning outcomes.
- **Addressing Challenges:** Some participants initially faced difficulties with the complexity of the new tools, particularly Airtable. To address this, additional tutorial sessions were conducted, and support materials were provided to assist with the learning curve.

Evaluation and Feedback

The success of the August 2024 training program at Hamat was evaluated through a combination of participant feedback, learning assessments, and analysis of the initial impact on daily operations. This section provides an overview of the key findings, challenges encountered, and recommendations for future training sessions.

1. Participant Feedback

- **Overall Satisfaction:** The majority of participants expressed high satisfaction with the training program, particularly appreciating the practical, hands-on approach that allowed them to directly apply what they learned.
- **Tool Effectiveness:** Airtable and Metricool received positive feedback for their user-friendly interfaces and ability to streamline workflows. However, some participants noted a steep learning curve with Airtable, which required additional support.
- **Content Relevance:** Participants felt that the content was highly relevant to their daily tasks, especially with the delegation of social media responsibilities to on-site marketing officers at Panorama and Riyadh Park Malls. This change was well-received and seen as a positive step towards localized, more engaging social media content.

2. Learning Outcomes

- **Increased Proficiency:** By the end of the training, participants demonstrated a marked improvement in their ability to use the new tools effectively. This was particularly evident in their ability to manage social media posts through Metricool and organize projects using Airtable.
- **Role Clarity:** The training helped clarify the roles and responsibilities within each department, which was reflected in the improved coordination and communication between teams.
- **Immediate Impact:** The delegation of social media responsibilities led to immediate improvements in the relevance and engagement of social media content at Panorama and Riyadh Park Malls, setting a positive precedent for other malls to follow.

3. Challenges Encountered

- **Learning Curve with Airtable:** While most participants adapted well to the new tools, Airtable posed a significant challenge for some due to its complexity. This required additional tutorial sessions and the provision of supplementary materials.
- **Time Constraints:** The packed training schedule left little time for participants to explore the tools in-depth on their own. Some participants suggested that more time be allocated for independent practice in future sessions.

4. Recommendations for Future Training

- **Extended Support for Complex Tools:** For tools like Airtable, which have a steeper learning curve, it is recommended to provide ongoing support, such as follow-up workshops and access to a dedicated support team, to ensure full adoption and proficiency.
- **Longer Training Sessions:** To allow participants more time to absorb the material and practice independently, future training programs should consider extending the duration of sessions, particularly for more complex topics.
- **Continuous Feedback Loop:** Implementing a continuous feedback loop during and after training sessions will help identify areas where participants need further assistance and ensure that training content remains relevant and effective.

Actionable Next Steps

The August 2024 training program at Hamat has laid a strong foundation, and the following steps will be crucial for ensuring the successful implementation and continuous improvement of the tools and strategies introduced. These steps are designed to provide ongoing support, targeted training, and regular assessments to maintain momentum and achieve Hamat's objectives.

1. Training for Marketing Officers at Each Mall

- **Integration with Website-Building Proposal:**
  - **Timeline:** As part of the September and October 2024 proposal, dedicated training sessions will be included for the Marketing Officers at each mall.

- **Focus Areas:** The training will focus on website management, social media management using Metricool, and content creation tailored to their specific mall's audience. This ensures that the training is relevant and directly applicable to their daily tasks.
- **Outcome:** By the end of these sessions, each Marketing Officer will be equipped with the skills needed to manage their mall's online presence effectively, driving engagement and enhancing the customer experience.

2. Monthly Training Sessions with Core Teams

- **Continuous Development:**
  - **Frequency:** Monthly training sessions will be conducted with the three core teams—Digital Marketing, Customer Experience, and Events—to ensure their continuous development and effective implementation of the new tools.
  - **Content Focus:** These sessions will revisit key concepts, introduce advanced features of the tools, and address any challenges encountered by the teams. This will help solidify their understanding and encourage the application of best practices.
  - **Assessment:** Each session will include assessments and feedback loops to measure progress and identify areas needing further improvement.

3. Marketing Officers' Social Media and Content Creation Training

- **Targeted Training:**
  - **Purpose:** The Marketing Officers at the malls will undergo specialized training in social media management using Metricool and content creation tailored to their mall's unique audience. This targeted approach ensures that the training is highly relevant and practical, allowing officers to apply what they learn directly to their work.
  - **Implementation:** The training will include hands-on exercises and real-time content creation sessions to build confidence and competence in managing the mall's social media presence.
  - **Support:** Ongoing support will be provided to ensure that Marketing Officers can adapt to any challenges and continue to enhance their skills.

4. Standard Operating Procedures (SOPs) Implementation

- **SOP Development and Upload:**
  - **Purpose:** SOPs have been created for each team and uploaded to Airtable to ensure that all team members understand their roles, responsibilities, and how they can function in the most optimized way.
  - **Implementation:** Teams are required to review their respective SOPs and incorporate them into their daily workflows. Regular checks will be conducted to ensure adherence to these procedures.
  - **Monitoring:** The adherence to SOPs will be monitored through Airtable, with any deviations addressed promptly to maintain consistency and efficiency.

5. Continuous Improvement

- **Feedback and Adjustments:**

- ○ **Feedback Loops:** Continuous feedback from participants will be collected to adapt the training sessions and tools to better meet their needs.
  - ○ **Strategy Refinement:** The feedback and performance data collected will be used to refine the strategies and workflows introduced, ensuring they remain effective and aligned with Hamat's overall goals.
- **Future Training Plans:**
  - ○ **Long-Term Development:** A long-term training plan will be established to keep all employees up-to-date with the latest tools and industry best practices.
  - ○ **Introduction of New Tools:** As new technologies emerge, they will be introduced with comprehensive training programs to ensure smooth adoption and effective use.