



Shared Prosperity Dignified Life



القمة العربية
لريادة الأعمال
فرص عابرة للحدود

ARAB SMEs SUMMIT
Opportunities Beyond Borders

Amman, 30 October - 1 November 2022

عمان، 30 تشرين الأول/أكتوبر - 1 تشرين الثاني/نوفمبر 2022



Jordan Youth Innovation Forum
الملتقى الأردني للإبداع الشبابي

30 October 2022 | 14.00-16.30

Time	Session	Speakers
14.00-15.00	Opportunities for solopreneurs and digital freelancers This session aims at encouraging youth to join online freelancing platforms and utilizing their skills to secure an income through presenting available opportunities in the MENA region.	Aya Hrouit , Program Director, JYIF
15.00-16.30	Success Stories Sharing real-life examples by successful freelancers and recommendations for a thriving career as freelancers. Digital Communication Tools Educating participants about available digital communication tools that shall facilitate their work as freelancers.	Rawan Haddad , Business Development Coordinator, MakaanE Mofeed Al-Qurashi , Lawyer and Founder of Middle East+



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31 October 2022 | 14.00-16.30

Time	Session	Speakers
14.00-15.00	<p>Remote Working Code of Ethics Inform youth about the principles of remote working.</p> <p>Understanding Customers</p> <ul style="list-style-type: none">- Customer focus- The forms of market research- How to prepare for and perform customer interviews- Customers' satisfaction and retention	<p>Aya Hroul, Program Director, Jordan Youth Innovation Forum</p> <p>Reham Makhoulf, TV presenter and JYIF Board Member</p>
15.00-16.30	<p>Financial management and offerings Educating youth about pricing strategies for their services, profit margins, and calculation of costs.</p> <p>Indication and onboarding on online freelancing platforms Enabling youth to register on freelancing platforms and practically learn how to use them.</p>	<p>Aya Hroul, Program Director, Jordan Youth Innovation Forum</p> <p>Yazan Abdouni, Co-Founder of Geeks Jo</p>