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## **CONSULTANCY PROJECTS**

**Activity Program for Professional Qualification Standards for New Graduates** 

For Thailand Convention and Exhibition Bureau Duration: January 10 - November 5, 2023 Budget: 1,000,000 Baht

### **ASEAN MICE Academic Cluster Program**

For Thailand Convention and Exhibition Bureau Duration: March 8 - September 23, 2023 Budget: 1,200,000 Baht

> Thailand MICE Youth Challenge 2023: **A hybrid National Competition**

For Thailand Convention and Exhibition Bureau Duration: April 5 - August 31, 2023 Budget: 350,000 Baht

**Standard Development for The New Generation** of MICE Professionals Through International MICE Study Network (iProgram2023)

For Thailand Convention and Exhibition Bureau Duration: April 5 - September 30, 2023 Budget: 250,000 Baht



**Project Manager Dr.Sarinya Sungkatavat** 

**Developing Whistleblowing Procedure Project for The Royal Bangkok Sports Club** 

For The Royal Bangkok Sports Club Duration: August 21, 2020 - July 31, 2023

Budget: 260,000 Baht



**Project Manager** Asst. Prof. Dr.Ornlatcha Sivarak



**Project Manager** Assoc. Prof. Dr. Veera Bhatiasevi

Service Quality and Standards of Broadband Internet **Service Providers in The Telecommunication Sector** 

For Broadcasting and Telecommunications Research and Development Fund for Public Interest

Duration: November 29, 2022 - November 24, 2023

Budget: 9,213,449 Baht

### **Academic Writing of Gut Health Promoting Messages**

For Synova Food co. Itd Duration: May 2 - October 31, 2023 Budget: 19,800 Baht



**Project Manager** Asst. Prof. Dr. Tumnoon Charaslertrangsi



**Project Manager Dr.Sunsern Cheamanunkul** 

**Consultancy for GBN-GBS Boat Routing Enhancement and FWLAP Development 2** 

> For The Gang Technology co. Itd Duration: June 15 - September 30, 2023 Budget: 1,045,000 Baht



For The Gang Technology co. Itd Duration: July 17 - October 31, 2023 Budget: 1,020,000 Baht



**Project Manager Dr.Piti Ongmongkolkul** 



**Project Manager** 

Dr.Weerapong Phadungsukanan

**Consultancy for Engineering Document Digitization 10** 

> For The Gang Technology co. Itd Duration: July 19 - 21, 2023 Budget: 150,000 Baht

# TRAINING PROJECTS



**Project Manager** Mr. Adriano Quieti

**Project Manager** 

Asst. Prof. Dr.Dissatat

Prasertsakul

**Project Manager** 

Assoc. Prof. Dr.Chanchai

Phonthanukitithaworn

# **Siriraj Presentation Training**

Siriraj Presentation training was conducted on June 2, 2023 at Faculty of Medicine, Siriraj Hospital. The participants of the training were 27 personnel of Faculty of Medicine, Siriraj Hospital. The training has been designed to provide the participants with an overview of the basic principles of public speaking, specifically

giving presentations. The course was delivered in both a lecture and workshop,

allowing the participants to first learn the theory and adapt into practice. During the training, participants learned to plan, design, and deliver a presentation in a group and receive feedback. The course also provided participants with core English phrases used in presentations and helped to build confidence in public speaking.

Digital Marketing Strategies (DMS) Batch 4

22, 2023 at Dusit D2 hotel through collaboration between Mahidol University International College and Pan Pho Co., Ltd. It was offered both on site and online. Amongst many marketing strategies available, it is not easy to know which one works best for the companies. This comprehensive program provides entrepreneurs and managers with the skills you need to succeed in today's online world. On this two-day course, students will uncover different digital

Digital Marketing Strategies (DMS) Batch 4 took place on July

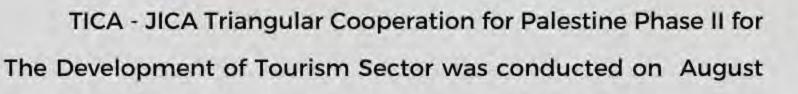
marketing and branding strategies and how to create effective communication strategies and compelling content over different social media platforms. As being a pracademic, Dr. Dissatat will walk the students through his practical digital marketing process with his hands-on experience. Upon completion of the course, students can develop their digital literacy to grow their businesses and excel in their career.

Digital Advertising Intensive (DAI) Batch 3

on August 26, 2023 with Pan Pho Co., Ltd. in collaboration with Mahidol University International College. The training was held online on Zoom for 22 participants. In the post-2022 era, it is important for modern businesses

Digital Advertising Intensive (DAI) Batch 3 was conducted

to have a deep knowledge of online advertising planning in order to be able to adjust their strategies and reach their target audience with a powerful budget. With the importance of strategy, Pan Pho Co., Ltd., in collaboration with Mahidol University International College (MUIC), organized this training which was created to provide significant information, strategies, tactics, and know-how for better advertising performance.



**TICA - JICA Triangular Cooperation for Palestine** 

Phase II for The Development of Tourism Sector

17 - September 8, 2023 with the cooperation of Thailand International Cooperation Agency, International Japan Cooperation Agency, and Mahidol University International College. The participants were 10 Palestinian from The Ministry of Tourism and Antiquities (MOTA) and tourism private sector of Palestine. The course design concept is to provide special training to

understand the requirements of tourism stakeholders in the

hospitality industry. The participants visited various hotel classifications in Thailand including small hotels, 5-star hotels as well as homestays run by communities. In addition, the hotel classification from the standard operation procedure (SOP) and Human Resource Development planning and training are the main concentrations of this program.



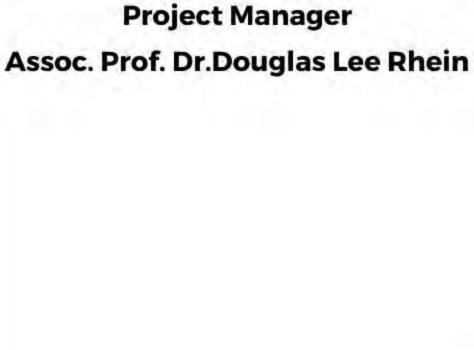
# The English Presentations and Discussion Program took

**English Presentations and Discussion Program** 

Naval Education Department. The training occurred onsite at the Naval Education Department and involved 13 lecturers from the department. Public speaking skills not only contribute to a teacher's professional success but also enhance confidence, improve organizational abilities, and increase the capacity to influence

place from September 4th to the 7th, 2023, specifically for the

others. This course was designed for each participant to create and deliver sample lectures focusing on maritime issues relevant to the courses at the Naval Defense College. Participants had the opportunity to listen to lectures, identify rhetorical patterns, and engage with the content from both the perspective of a teacher and a student. Jorakay Leadership and Development Program



### conducted from September 8 - November 15, 2023 for Jorakay Corporation Company Limited. The training was held onsite

Jorakay Leadership and Development Program was

at Jorakay Corporation Company Limited for 30 Senior Executives and Core Managers of the company. The objective of the course was to provide leadership training for Jorakay's Executives through interactive learning, workshops, and case studies for the following modules: designing and engaging multi-generational and diverse

workplace, the ultimate people manager under VUCA time,

organizational diagnosis for leaders, the journey of catching and coaching, and value creation leadership. Young-BOLD: Micro-MBA Young-BOLD: Micro-MBA was conducted on September

16 - October 1, 2023 with Pan Pho Co., Ltd. in collaboration



### with Mahidol University International College. The training was hybrid with online and onsite with 46 participants.

ideas to make your business grow strategically, even with minimal or no business management background. The participants learned about the direction of the economy, future world trends, and how to leverage. The course design provided the participants to design a business plan from a

The course taught about the skills, strategies, and key

clear idea that is actionable and can be applied in reality together with practice and learn strategic planning and techniques to find customers in a competitive market Friends from Thailand 2023 Friends from Thailand 2023 Training was held between

September 19 - 30, 2023 with the cooperation between

Thailand International Cooperation Agency (TICA) and Mahidol

University International College (MUIC)



Project Manager

### The course objective was to train and prepare the skills of marketing and public relations for developing tourism

for Siriraj Professionals

destination in order to prepare for a representative who will perform the duty of International Tourism Promotion Officer

at Yamanashi, Japan. Moreover, the course content included Destination Marketing Management, Destination Product Development, Destination Branding as well as Design in Promotional Materials and Storytelling. Intensive English Communication Skills



# Intensive English Communication Skills for Siriraj Professionals Training was held from October 25 - November

22, 2023 at Faculty of Medicine, Siriraj Hospital. The participants were 20 Medical Professors of Faculty of Medicine. Siriraj Hospital. The course was delivered in both a lecture and workshop

format, allowing the participants to first learn the theory and then adapt into practice. During the training, participants planned, designed, and delivered presentations and received feedback on their presentations. The course also provided participants with language and techniques to engage in general conversations in a hospital setting and respond to academic questions and points raised during discussions.



