



National Confederation of Entrepreneurs (Employers) Organizations of the Republic of Azerbaijan (ASK)

Venue: ASK Conference room, Baku, Azerbaijan

Language of the course: from: September 25
English/with interpretation to Azerbaijan
to: September 28, 2018



The program of “The Effective Employers' Organization in Azerbaijan” course

(25/09/2018 - 28/09/2018)

Activity Managers: **Jorge Illingworth** ACTE/EMP Programme Manager, **Vladimir Curovic** ACT/EMP Employers Specialist, **Irene Panizzolo** ITC-ILO Secretary.

Time	Tuesday, 25/09/2018	Wednesday, 26/09/2018	Thursday, 27/09/2018	Friday, 28/09/2018
9.00 -10.30	Opening Session Welcome by ASK Presentation of the Programme & Objectives Vladimir Curovic- ACT/EMP ILO Moscow Jorge Illingworth ACT/EMP ITC-ILO The Essential Functions of EBMOs	Membership development Designing a membership strategy Jorge Illingworth ACT/EMP ITC-ILO	Lobbying and advocacy for a better business environment The advocacy and lobbying process Jorge Illingworth ACT/EMP ITC-ILO	Internal and external communication Communicating with members Effective management of external communication Jorge Illingworth ACT/EMP ITC-ILO
10.30 – 11.00	Coffee break	Coffee break	Coffee break	Coffee break
11.00- 12.30	Good Governance in Business Member Organizations Jorge Illingworth ACT/EMP ITC-ILO	Membership development Designing a membership strategy Exercise Jorge Illingworth ACT/EMP ITC-ILO	Lobbying and advocacy for a better business environment Business Environment analysis Why a Business agenda for EOs? Jorge Illingworth ACT/EMP ITC-ILO	Internal and external communication Communicating with members Effective management of external communication Jorge Illingworth ACT/EMP ITC-ILO Closing
12.30 - 13.30	Lunch	Lunch	Lunch	
13.30 - 15.00	Good Governance in Business Member Organizations (Continuation) Jorge Illingworth ACT/EMP ITC-ILO	Sustainable delivery of quality services for members Why EOs should offer services to their members? The type of services EOs can offer Jorge Illingworth ACT/EMP ITC-ILO	Lobbying and advocacy for a better business environment Group exercise Jorge Illingworth ACT/EMP ITC-ILO	
15.00 - 15.30	Coffee break	Coffee break	Coffee break	
15.30 - 17.30	Membership development Top challenges around members retention and recruitment Jorge Illingworth ACT/EMP ITC-ILO	Sustainable delivery of quality services for members Service development strategies and implementation Jorge Illingworth ACT/EMP ITC-ILO	Lobbying & Advocacy Communicating with members Effective management of external communication Jorge Illingworth ACT/EMP ITC-ILO	