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# ACADEMY 2019

A management training program  
for middle and senior level Chamber Executives

23-26 April 2019  
Bodrum | Turkey

In the framework of the



EUROCHAMBRES





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## THE TEBD CHAMBER ACADEMY

The TEBD Academy is an intensive training programme for middle and senior level Chamber Executives from Turkey and the EU. It offers you the opportunity to:

- Enhance your management skills;
- Improve strategic planning and offering practical tools to review Chamber practices, services, etc.;
- Develop innovative services provided to the members;
- Networking and maximising exchange between Chamber executives from Europe and Turkey;

The Academy has been rolled out for 15 years across Europe and other continents. It is a practice-based management course, designed specifically for Chamber executives. It offers a dedicated training on how to improve the general management and performance of a Chamber.

### KEY BENEFITS

- A personal development program designed exclusively for Chamber executives
- A unique benchmarking exercise for Chambers
- A platform for innovative debate and exchange of best Chamber practices
- Three exciting and intensive days for networking, contacts, new projects and new partners
- A valuable and enjoyable investment in your career
- New ideas and new angles for thinking out of the box in inspiring settings





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## LEARNING FORMAT



### COURSE PARTICIPATION

This training is designed to allow maximum participation through debate and discussion. Participation and preparation is crucial. Most courses are in small groups of 15-20 people.

### LEARNING MATERIAL

All participants will receive an individualized booklet comprising of all the material and references for each course selected and a participants' directory including all contact details and short CVs of the participants, course leaders and organizational staff.

### COURSE LANGUAGE

The TEBD Academy will be conducted in English and Turkish. Simultaneous interpretation will be provided during the courses.

### ACADEMY CERTIFICATION

Participants who have completed the 4-day Academy will receive a certificate from TOBB and EUROCHAMBRES.

## TARGET PARTICIPANTS

The programme is designed exclusively for Chambers' middle and senior level management (Secretaries General, Directors), who will have the authority to introduce the acquired knowledge in their organisation.



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## TRAINING CENTER



The TEBD Academy will take place in the **CARESSE hotel**, a beautiful and inspirational venue located in Bodrum, the southwestern region of Turkey. The hotel is only 30 minutes far by car from Bodrum-Milas airport.

Built on a hill, the hotel enjoys a beachfront location and its spectacular views on the Aegean sea as well as on the surrounding nature create an ideal environment for concentrated learning and networking.

The venue offers top range seminar facilities, free WIFI and perfect necessary professional spaces such as several meeting rooms, breakout rooms as well as a business centre. Furthermore, the hotel also ensures contemporary but elegant rooms with upscale amenities and comforts in addition to recreational and relaxation lounges.





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## PROGRAMME OVERVIEW

	TUESDAY 23 <sup>rd</sup> April	WEDNESDAY 24 <sup>th</sup> April		THURSDAY 25 <sup>th</sup> April		FRIDAY 26 <sup>th</sup> April		
9:00-10:30		C.C. 1.1	C.C. 2.1	O.C. 1.1	O.C. 2.1	O.C. 5.1	O.C. 6.1	
10:30-11:00		Coffee Break		Coffee Break		Coffee Break		
11:00-12:30		C.C. 1.2	C.C. 2.2	O.C. 1.2	O.C. 2.2	O.C. 5.2	O.C. 6.2	
12:30-13:30		Lunch		Lunch		Closing lunch & certification ceremony		
13:30-15:00		C.C. 2.1	C.C. 1.1	O.C. 3.1	O.C. 4.1			
15:00-15:30	Participants’ arrival & transfer to the hotel	Coffee Break		Coffee Break				
15:30-17:00		C.C. 2.2	C.C. 1.2	O.C. 3.2	O.C. 4.2			
17:00-18:00		Networking		Excursion				Departure to the airport
18:00-19:00	Welcome session							
19:00-19:30	Dinner	Dinner		Dinner				
19:30-...								



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## 1. CORE COURSES

### C.C.1. Strategic Planning for Chambers

The formulation of a clear strategy and a business plan is essential to the development of any Chamber: critical changes are taking place in the external environment and it is challenging to encompass the trends towards both globalisation and regionalism; Chambers need to respond and adapt to this changing environment. The course will clarify the reason why a BSO needs a strategic plan, what should be included, how it can be developed, how it can best be sold to all stakeholders and how it can be ensured that the plan is implemented and updated. In fact, the different steps in the strategic planning process will be covered: from defining a mission statement to tracking and evaluating the impact of a strategy to ensure the achievement of goals.

### C.C.2. Developing a positive image for your Chamber

When you mention your Chamber's name, does it convey an image of a dynamic business organisation, or does it bring forth an image of an organisation that has many different offerings to many different audiences? Ten years ago, most people in business got their information from two or three primary sources. Today, everyone has constant access to information. How your Chamber survives in this mass communication environment is a key part of your Chamber's wellbeing. In this seminar, we search for how everyone in the Chamber has a role to play in the creation and maintenance of the positive image of the Chamber. How we can utilise and manage the different media streams available and what are the individual skills each of us needs to champion our work.

Core courses will run during the first day of the Academy; all participants will attend both core courses. Moreover, participants will follow 3 optional courses. Applicants should indicate in the application form their preferred options, ranking from most to least important. The most 'wanted' courses will be included in the programme of the Academy, i.e. those with the highest demand. It is possible therefore that some courses which have been selected will not be in the programme. The TEBD team will do its utmost to make sure the programme meets your individual interest.



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## 2. OPTIONAL COURSES

### O.C.1. Developing a Marketing Strategy

Chambers are not used to promote their services and activities very well. This course will help executives to introduce a marketing strategy for the Chamber, to develop a better profile and understanding, both with companies and authorities.

### O.C.3. Income Generation & Services

Increasingly, also Turkish Chambers need to generate income, as a complement to the membership fees. What are the best sources of income, how to develop an effective income generation strategy,...?

### O.C.5. SME Support Services

SMEs are the backbone of any economy; they need therefore specific support, to be established, to grow, etc. This course will identify some best practises in Chamber services for SMEs.

### O.C.2. Digital Chambers – Social Media and Internet

Modern Chambers need to embrace the digital revolution: offering digital services, helping SMEs to understand the potential of e-commerce. Best practices will be presented, both from EU and Turkish Chambers.

### O.C.4. Effective Advocacy and Representation

Chambers need to act as the voice of business, in their region or country. Effective advocacy is therefore an essential task, to be conducted according to professional standards. This course will offer training how to be an effective business representative.

### O.C.6. Internationalisation Services for SMEs

Growing your business often means to go international. However this is a challenging process, and most SMEs need support. The course will offer some examples of internationalisation services, managed by Chambers.



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## 2. OPTIONAL COURSES

### O.C.7. Leadership and Management Skills

Increasingly, a Chamber Secretary General has to become a Chamber CEO, managing his/her organisation as dynamic and modern business. This requires a different set of skills, which will be presented in this course.

### O.C.9. Communication and Presentation Skills

Chambers need to be visible, towards the media, public authorities and their members. It is essential therefore for Chamber leaders to have the right presentation and communication skills. The course will offer practical training to improve your presentation skills.

### O.C.8. Time and Conflict Management

As in any organisation, Chamber executives face increased pressure, due to increased demands to deliver multiple tasks and manage people. This course will offer some tools to better manage these tasks, in a modern and effective manner.

### O.C.10. Support to “new entrepreneurs”

Increasingly, Chambers need to focus their attention on “new” entrepreneurs: female entrepreneurs, young start ups, refugee entrepreneurs,... What kind of services can be developed to specifically target this growing group ?





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## REGISTRATION PROCESS

This TEBD Academy offers 40 places. Participants will be selected by TEBD Team and TOBB, on the basis of their profile and motivation, as well as geographical balance. Priority will be given to Secretaries General and Directors.

Interested candidates should complete the TEBD Academy Application Form, indicating their motivation and preferred choice of optional courses, and submit it to [bauduin@eurochambres.eu](mailto:bauduin@eurochambres.eu) by April 01<sup>st</sup>, 2019.

Candidates will be notified of the selection results by April 05<sup>th</sup>, 2019. Confirmed participants will receive their individual course schedule, and further practical details to prepare their participation to the Academy.

## CONDITIONS FOR PARTICIPATION

The TEBD project covers all costs of participation for selected participants: travel to/from the Academy venue, accommodation and meals during the training period, as well as the cost of teaching and teaching materials.

In return, participants will be expected to actively contribute to each course, present specific ideas on how the training will be applied in his/her Chamber, and complete a detailed feedback form after the event.



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## FOR MORE INFORMATION

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