



TRAINING WORKSHOP

STRENGTHENING CAPACITY DEVELOPMENT OF BUSINESS ASSOCIATIONS

1 OVERALL OBJECTIVE OF THE TRAINING WORKSHOP

To improve the institutional capacity of Cambodian business associations

2 WHO SHOULD ATTEND

The course is designed to be beneficial to management team of business associations including ED and board. The trainer and facilitator have in-depth and long year working experiences with business associations, particularly on providing strategic and effective advice and guidance on the implementation of plan and development of key policy of business associations such as strategic plan, board training and dealing with issues of public governance.

3 PROFILE OF TRAINERS

John Morrell:
John Morrell is the Regional Director for Asia at CIPE. In this role, he leads a team of accomplished professionals, and is responsible for strategically guiding program development, and ensuring effective implementation of a portfolio of programs on anti-corruption, corporate compliance, public and private sector governance reform, policy advocacy, and creating political space in closed countries. He personally designed numerous high-impact projects that build the political, market and civil institutions necessary for private sector led economies and democratic societies across the region.

Prior to joining CIPE, John managed projects across the developing world on issues including microfinance, emerging market risk analysis and urbanization. He produced several studies on topics related to corruption and public-sector governance and conducted internal fraud investigations of multinational corporations. Mr. Morrell also founded a nonprofit organization supporting orphans in the Philippines. He has a Bachelor Degree in Economics from the University of Virginia, a Master Degree in Public Policy from Georgetown University, and was a Graduate Fellow in International Management at Oxford University.

Bob Harris:
Bob has more than 30 years' experience with associations, chambers and other nonprofits. His seminars are interactive, focused on core-knowledge and organizational realistic capacity. He utilizes case studies, trends and headlines for board orientation, training, strategic planning, staff training and consulting. He is the author of Association Management 101 Online©; creator of the Association Self-Auditing Process© and co-author of "Building an Association Management Company."

He is known around the world for sharing best practices and promoting sustainability of associations and chambers.

- Specialties:
- Strategic Planning
 - Board Roles and Responsibilities
 - Staff Training (risk, efficiency, policy management, governance, etc.)





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4 TRAINING CONTENT

- Associations in General
- Association Structure
- Leadership & Governance
- Policies
- Membership Benefits and Processes
- Understanding, developing and implementing a strategic plan
- Revenue, resources, financial controls and practices
- Setting performance measures, achieving goals and results
- Image of the association, methods of communication

5 FEE

This is a special course designed for business associations. There is no fee charge in order to attend. But what is required is the submission of your interest to participate. Please follow the instruction provided at the application section.

6 APPLICATION & ENQUIRY

Please submit your interest by answering the following questions by 22 Feb 2017 to **Ms. Sophorn Yann** at policy_analyst@camfeba.com.

1. Learning expectations
2. How your participation fits to overall strategy of the organization:
3. Your intention to organize implementation or sharing of the learning

If you have any enquiry related to the course, please feel free to contact **Ms. Sophorn Yann**.