



# Academy Forum

on Vocational Training & Education

## EUROCHAMBRES

Chamber House

Avenue des Arts 19/A-D | B-1000 Brussels, Belgium

Tel +32 2 282 08 50 | Fax +32 2 280 01 91

eurochambres@eurochambres.be | www.eurochambres.be

2 – 5 March 2006  
Munich - Westerham  
Germany



# *Professional Development for Chamber Managers & Specialists*



*Training Academy Forum*

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## EUROCHAMBRES ACADEMY THE CHAMBER MANAGERS PROGRAMME

**A**cademy is EUROCHAMBRES' top of the range development programme for Chamber management. In total, 1000 executives from across Europe and beyond have attended the EUROCHAMBRES Academies since 1998.

Under the Academy flag, a number of new initiatives are also being developed, ranging from topic focused Academies (e.g. International Trade, Training) to events organised outside Europe (e.g. Asia, Latin America, Egypt).

Whatever the topic and wherever the venue, Academy stands for quality training and development, with a strong emphasis on networking and benchmarking, for the benefit of the Chamber network.

EUROCHAMBRES Academy is, above all, a unique opportunity to discuss new trends in the management of the Chambers of Commerce, to identify the best practices and to strike up privileged contacts with your European and non-European colleagues.

# What is EUROCHAMBRES Training Academy Forum?

*You will leave the Forum armed with new, practical ideas that you can implement directly on your return to your Chamber, with an immediate and direct effect on the training of your member enterprises.*



## Target participants

This seminar is designed for senior executives from European Chambers of Commerce who are directly involved in the management of training programmes for European enterprises.

Education and training are key factors of European business competitiveness. Chambers of Commerce and Industry have long been prime movers in the design and provision of education and training schemes for businesses and individuals.

# 3 reasons to participate

## 1. to learn

The programme will offer an opportunity to discuss the latest trends and to exchange ideas with other experts and colleagues who are dealing on a daily basis with the same issues in vocational training and education. Furthermore, it is an excellent forum for sharing best practices with your peers and a wide range of top-class course leaders.

## 2. to network

The training programme will give you the chance to develop extensive interpersonal relationships with your colleagues from other Chambers.

## 3. to share

EUROCHAMBRES will provide each participant with a personalised password and username to access the Academy Alumni Website Forum. This interactive web site will act as a networking platform for all participants to continue to exchange ideas and views, search for project partners, and discuss best practices.

The set up and design of our courses encourages exactly this type of exchange. Participants are asked to prepare themselves in advance to maximise the experience.

# The LEARNING format

Academy stands for quality training, active participation and networking. This Training Academy Forum will not differ from that standpoint:

## Course participation

Like all EUROCHAMBRES Academies, this Forum is designed to allow maximum participation through debate and discussion. Furthermore, the courses are kept small (i.e. 15-20 persons per session) to ensure active participation by all.

## Content

The course rely on participants' own contributions, discussion and debate. Overall, participants receive **15 hours of instruction** during this 3-day training, organised in 5 classes of 3 hours each.

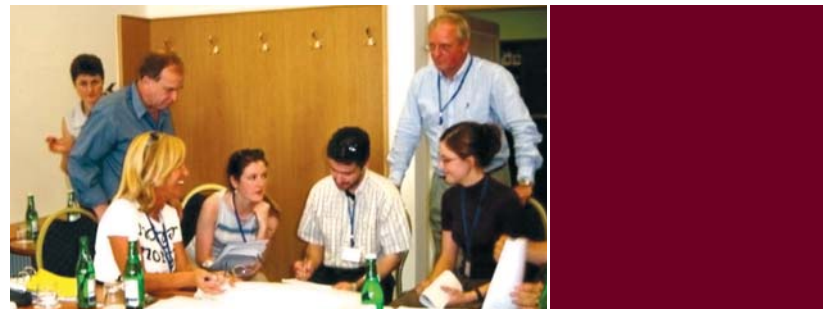
The programme also includes an Introductory Session providing tools and key concepts as a prelude to the Forum.

## Course preparation

Participants may receive requests from their course leaders in anticipation of the training to prepare the sessions they have selected in their programme. EUROCHAMBRES provides detailed programmes in the month prior to the start of the Academy Forum.

## Learning material

Participants receive an individualised booklet comprising the material for each course selected and a participant directory with all participants' details and short CVs. In addition, special access is granted to our alumni website where all presentations can be found as well as discussion fora.



## Course Leaders

The sessions will be led by experienced course leaders with distinctive backgrounds, such as Chamber specialists in training programmes, consultants and academics. They are qualified facilitators who both contribute to and encourage debate and discussion during the seminar, guide participants in group work, and focus workshops.

## Course language

This Academy Forum will operate in English.

# The VENUE: Munich - Westerham - Germany

In keeping with the Academy tradition, EUROCHAMBRES has identified a **unique venue**, which combines comfortable and serene surroundings with modern technology to create the perfect learning environment. **Westerham Training Centre** is owned and managed by the Munich Chamber of Commerce, has an outstanding reputation for its first class service and excellent cuisine.

Westerham offers 24 meeting rooms equipped with the latest audiovisual facilities. The residential part of the centre offers 75 comfortable single bedrooms as well as spacious recreational lounges, a typical Bavarian "Bierstube", swimming pool, gym and sauna. Golf course and tennis courts are also available locally upon request.

Westerham is situated **50km south of Munich**. The centre's park and the beautiful surrounding hills and forests create an ideal environment for discussion and concentrated learning.

## Getting there

Most participants will have little difficulty in flying directly to Munich Airport, which has hundreds of scheduled services daily from throughout Europe. Once there, we will take care of transferring you to and from the centre itself.

If you intend to travel by train or car, we will provide you with clear details of how best to join the main group, or how to get to Westerham directly.

# PROGRAMME overview

	Thursday 02 March	Friday 03 March	Saturday 04 March	Sunday 05 March
9.00 - 12.30	Pick up service at Munich airport	<b>COURSE 1</b>	<b>COURSE 3</b>	<b>COURSE 5</b>
12.30 - 14.00	Lunch and welcome drink	Lunch	Lunch	Lunch and award of certificates
14.00 - 17.30	<b>INTRODUCTORY SESSION</b>	<b>COURSE 2</b>	<b>COURSE 4</b>	Departure to airport
18.00	Dinner at hotel	Networking event dinner	Dinner of local specialities in Munich	

## The 3 day itinerary

On Thursday, participants will be collected at Munich airport and brought directly to the Westerham training centre. You will be offered a buffet lunch and a welcome drink. In the afternoon, an introductory session on chambers systems will take place.

Each course is scheduled to last for 3 hours, with a coffee break after 90 minutes.

In the evenings, we have arranged various social and recreational activities, such as a networking dinner and a dinner consisting of Bavarian specialities in Munich.

On Sunday during lunch, all participants will receive the Academy Forum Participation Certificate gap. At 14.00 we will transport you to Munich airport.

## Overview of Chamber systems

This course offers a rapid overview of the Chamber network, including all the essential ingredients – history, power and money... !

This compact session will help you situate your organisation in the Chamber family and start your week most effectively!




# COURSES on Offer

## VOCATIONAL EDUCATIONAL TRAINING (VET)

*Recent developments in EU training policy*  
*Quality assurance*  
*Training for entrepreneurship*  
*Life-long learning and retraining to meet the market needs*  
*International trends in the field of training*  
*Sustainable financing of training programmes*  
*Setting up and running an effective B2B learning network*  
*How to measure the return on investment in training*  
*Development of training programmes*

## Recent developments in EU training policy

This course offers an EU policy update on recent developments of VET systems. The Copenhagen process is based on the open method of coordination, but its structural impact may be important on national qualification systems. Its aim is to ensure greater mobility in Europe for all skilled workers and to strengthen European co-operation with respect to four main policy priorities (strengthening of the European dimension in VET programmes, transparency, information and guidance, recognition of competencies and qualifications), as well as to the formulation of common principles for approval of non-formal and informal learning.



A number of tools and approaches have been developed at political level, and we are now entering the key phase of testing/ implementation by beneficiaries (professionals, learners, etc). The European Commission as well as Member States wish to develop an EU sectoral approach in the framework of the Copenhagen process (global reflection, European certificates, recognition mechanisms, etc...).

## Quality assurance

At the Barcelona European council in 2002, Europe set itself the goal to be a world reference for quality and relevance of education and training. The need to assess the quality of a training institution is as high as the necessity to benchmark national systems in an enlarged Europe. At the level of a training institution, only the processes can be evaluated, but certifications can certainly bring more transparency on the training market. What is quality of training? How to evaluate/measure it? What are the advantages and drawbacks of standards?

## Training for entrepreneurship

Many Chambers are involved in training owner managers and entrepreneurs. This course will look at the key elements of entrepreneurship, including leadership, teamwork, sales, marketing, human resources, electronic commerce, and execution. It will identify innovative ways of attracting participants to these courses, and of adding value through mentoring, networking and other Chamber support services.

## Life-long learning and retraining to meet the market needs

Over the next few decades, a dramatic expansion will be seen in life-long-learning (LLL); on-going education following on from formal qualifications. What is the Chambers' response to make skills readily available of the future? How to identify coherent strategies and practical measures with a view to fostering lifelong learning for all? Are Chambers' training programmes always well-adapted to the needs of businesses? What are the most efficient programmes to reduce the skills gaps, tackle unemployment and reduce social exclusion,...

## International trends in the field of training

This course will look at the most strategic international trends for Chambers: the impact of WTO discussions on services liberalization, the increased business focus of training, and the issue of the brain drain. On the technical side, the development of e-learning is revolutionary for the traditional training

methods. Opportunities are arising with globalization: it allows for constructive exchange of experience. Can Chambers export their training systems? How do Chambers integrate innovations from the rest of the world?

## Sustainable financing of training programmes

In order to have a competitive human capital, it is important for a company to invest in training. This investment is a shared responsibility. The individual, the company and public authorities all have a role to play in the development of competencies available on the market. How do Chambers profile themselves on the training market? How to motivate employers to invest in human resources? How to convince managers to invest in HR? What are the most efficient incentives? How to motivate individuals to invest in their own skills/ employability? What is the role of structural funds and how to optimize their operation?

## Setting up and running an effective B2B learning network.

During this session you will learn how to maximize the training benefits from the facilitation of a learning network. You will look at several different models and explore the advantages and disadvantages of each. You will learn about the network growth cycle and how, in effective networks, the needs, outcomes and facilitation change. You will be given the tools and materials to analyse and operate a successful network. You will explore how to evaluate the effectiveness of any network at five key stages in its "lifecycle" - this session will help you maximise the learning potential of any network.

## How to measure the return on investment in training

There is growing pressure on trainers and organisations to show what the real value of training actually is and many companies now want to measure training results in terms of hard financial figures such as return on investment (ROI). This course introduces the world renowned methodology of Dr Jack Phillips ROI Institute which provides a comprehensive system for measuring training programmes all the way from trainee reaction, through learning and job application to business results and actual return-on-investment. This method has been tested extensively in Ireland and is now used by the Chambers of Commerce of Ireland and a number of local Irish chambers.

## Development of training programmes

This hands-on session will provide Chamber training professionals with a set of tools to better understand and manage developmental activities with their members. First we shall focus on the developmental needs with companies. You will learn how to discover them by taking into account elements such as culture and strategy. Furthermore different ways of developing competences will be highlighted. You will experience how to work with as well generic tools as specific developmental plans. This course will give you the chance to innovate and refresh your developmental activities with the latest tools and techniques.

# APPLICATION details

Value for money, easy to apply... but apply early!

## Value for money

The fee for the Academy is set € 1,300.

This one-off fee covers **everything**, from your arrival in Munich until your departure on Sunday 5 March 2006, including:

Full 3-nights accommodation and all meals Cultural and social programme	€ 550,00
Training facilities and courses (including documentation)	€ 550,00
Overall administration, transportation and overheads	€ 200,00

## Important Note

To maximise value, facilitate networking and foster exchanges **only 40 places** are available for this Training Academy Forum. They will be allocated on a first-come-first-served basis.

The deadline for applications to be received by EUROCHAMBRES is 3 February 2006. But please book early to avoid disappointment.

## Deadlines

<b>3 February 06</b>	Deadline for return of application form to EUROCHAMBRES. Please, adhere to this deadline strictly to maximise preparation time!
<b>8 February 06</b>	Confirmation from EUROCHAMBRES to successful applicants.
<b>10 February 06</b>	Deadline for transfer of full fee to Academy Forum Account: Academy account: 310-1404050-61 IBAN : BE62 310140405061 BIC code : BBRUBEBB

## Cancellation Policy

If, for any reason, you must subsequently withdraw from attending the Academy, EUROCHAMBRES will accept that you send another person from your Chamber but we must ask you to confirm this in writing.

*Other candidates may replace applicants who do not transfer the fees to the Academy account by 10 February 2006.*

# APPLICATION form

**NO LATER THAN  
3 FEBRUARY 2006**

To be returned to EUROCHAMBRES Academy (Alternatively, you can go on-line to register at [www.eurochambres.be/academy](http://www.eurochambres.be/academy))  
**by fax** +32 2 280 01 91 • **by post** EUROCHAMBRES, Avenue des Arts, 19/A-D, 1000 Brussels, Belgium • **by e-mail** to [devos@eurochambres.be](mailto:devos@eurochambres.be)

Mr  Mrs Family Name .....

First Name .....

Position .....

Chamber of Commerce .....

Address .....

Tel ..... Fax .....

Mobile ..... E-mail .....

Website .....

*Please also attach (or send electronically) a clear passport photo and a summary c.v (not more than 60 words) describing your training/education background in Chambers of Commerce. Based on your reply, we will publish a directory of participants for distribution in Westerham.*

## Preferred courses (course numbers and/or titles in order of preference)

Select the 7 courses of most interest to you, in order of preference. We will do our best to match your top five optional courses. However, if too few participants choose a course, we may have to omit it from the programme. In such cases, it is very important we know the other courses which appeal to you, to make the Academy as useful as possible for you.

1 .....	5 .....
2 .....	6 .....
3 .....	7 .....
4 .....	

## How to Apply? *Complete the attached application form, and return it to EUROCHAMBRES Academy*

**by fax** + 32 2 280 01 91 • **by post** Avenue des Arts 19/A-D, 1000 Brussels, Belgium  
**by e-mail** [devos@eurochambres.be](mailto:devos@eurochambres.be) • **by on-line registration** [www.eurochambres.be/academy](http://www.eurochambres.be/academy)

