

Academy Forum

on Vocational Training & Education

23-26 February 2005
El Escorial, Madrid



Professional Development for Chamber Managers



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What is EUROCHAMBRES Training Academy Forum?

EUROCHAMBRES ACADEMY THE CHAMBER MANAGERS PROGRAMME

Academy is EUROCHAMBRES top of the range development programme for Chamber management. In total, some 843 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).

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.

From 23rd - 26th February 2005, EUROCHAMBRES will organise the first ever 3-day Academy Forum designed exclusively for Chamber managers involved in training and education activities.

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.

The proposed Academy Forum will create a platform for Chamber experts to analyse and evaluate the latest trends and developments in vocational training and education, and to identify best Chamber practices.

In summary, and drawing from the Chamber network active across Europe, this Forum is a unique opportunity for senior executives from European Chambers of Commerce, who are directly involved in the management of training & education programmes to exchange ideas, develop projects and to network with their peers.



You will leave the seminar armed with new and practical ideas that you can implement directly on your return to your Chamber, with a massive effect on the training of your member enterprises.

The Academy Forum

will create a platform to analyse and evaluate the latest trends and developments in vocational training and education, and to identify best-Chamber-practice. Drawing from the Chamber network active across Europe, it will offer a unique opportunity for Chamber training experts to exchange ideas, develop joint projects, and network.

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.

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 trainers.

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 encourage 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 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 is structured around core and optional courses, both of which 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 for 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 the 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.

Core courses (6 hours)	Participants are required to attend the 2 core subjects of general interest to all Chambers.
Optional courses (9 hours)	In addition, there is a wide range of optional courses on offer, from which you can choose a mix of 3 subjects of most interest to you. This allows you to tailor the forum to meet your own specific needs.



The VENUE: El Escorial - Madrid

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 only.

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. **Infantes Training Centre** is owned and managed by Euroforum Escorial - a valued partner of Madrid Chamber of Commerce and the High Council of Spanish Chambers.

The centre is located in **San Lorenzo de El Escorial**, just 45 minutes away from Madrid and its airport. The centre has 14 meeting rooms equipped with the latest audiovisual facilities and comfortable single bedrooms. It offers spacious recreational lounges, a computer room, a gym and a sauna.

Getting there

Most participants will have little difficulty in flying directly to Madrid Barajas 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 El Escorial directly.

PROGRAMME overview

	Wednesday 23.02	Thursday 24.02	Friday 25.02	Saturday 26.02
9.00 - 12.30	Pick up service at Madrid Airport	CORE COURSE 1	OPTIONAL COURSE 1	OPTIONAL COURSE 3
12.30 - 14.00	Lunch and welcome drink	Lunch	Lunch	Lunch and Award of Certificates
14.00 - 17.30	INTRODUCTORY SESSION	CORE COURSE 2	OPTIONAL COURSE 2	Departure to Airport
18.00	Dinner at Hotel	Networking Dinner	Dinner of local specialities in Madrid	

The 3 day itinerary

On Wednesday, participants will be collected at Madrid airport and brought directly to the Infantes training centre. You will be offered a buffet lunch and a welcome drink. In the afternoon, an introductory session on the Chamber Network and the different Chambers training systems will be provided.

The mandatory core courses will take place on the Thursday and the optional courses you have chosen on Friday and Saturday. 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 Spanish specialities in Madrid.

On Saturday, following the course in the morning a lunch will be held, during which all participants will receive the Academy Forum Participation Certificate. At 15.00 we will transport you to Madrid airport.

Introductory Session

During the first part of this session an overview of the Chamber Network will be provided. The different Chambers training systems will be analysed and discussed. The second part of the course will examine the critical changes taking place in the external environment. How are Chambers meeting the competitive challenge of today's turbulent business environment and changing European labour market: mobility, transparency and recognition. How do Chambers operate and approach the increasing trends towards both globalisation and regionalism?



COURSES on offer

CORE COURSES

The core courses on Thursday are mandatory. All participants will be divided into groups of 15-20 people.

Recent developments in EU training policy

This course offers an EU policy update on recent developments of vocational and educational training (VET) systems, and on the new priorities and strategies for European cooperation, aimed at meeting the Lisbon goals in the field of vocational education and training. The course will look at the important Copenhagen process, and at the tools and approaches that are being developed at political level.

Quality assurance

The need to assess the quality of a training programme and/or institution within each country is as high as the necessity to benchmark national systems across the enlarged Europe. At the level of a training institution, 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?

OPTIONAL COURSES

The optional courses will be offered all day on Friday and Saturday morning (each participant can choose 3 courses)

Training for entrepreneurship

Many Chambers are involved in training owner managers and entrepreneurs. This course will look at components of entrepreneurship training: financial planning and control, marketing skills, human resources management as well as the uses of electronic commerce, best environmental practices and quality processes. It will identify innovative ways of attracting participants to these courses, and of adding value through mentoring, networking and other Chamber supports.

Measuring and identifying skills demand

A number of Chambers have developed tools to measure and identify skills demand. This course will address the challenges of setting up and maintaining such forecasting tools, the kind of results that are obtained and how they can be exploited and best used to influence regional/governmental training policy with the results.

Life-long learning and retraining to meet the market needs

In the coming decades, a dramatic expansion is forecast in life-long-learning; on-going education following on from formal qualifications. Inter alia, this course will try to answer: What is the Chambers' response to make skills readily available for the future? How to identify coherent strategies and practical measures with a view to fostering lifelong learning for all? Are Chambers' life-long-learning training programmes always well-adapted to the needs of businesses?

International influences on training

This course will look at international trends for Chambers involved in training such as 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 revolutionising traditional training methods. This course will look at how Chambers can best integrate innovations from the rest of the world.

Sustainable financing of training programmes

Who should pay for training? 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 position themselves on the training market? How do we motivate employers to invest in human resources? How do we convince managers to invest in HR? What are the most efficient incentives? How do we motivate individuals to invest in their own skills/ employability?

EU education and training programmes

Many European Chambers are involved in projects initiated and/or funded by the European Commission. The purpose of this course is to give you an update on existing EU programmes such as Leonardo, SOCRATES, Grundtvig (adult training), which could present opportunities for your Chamber, as well as look at some of the opportunities presented by regional/ Structural Funds. The course will also seek to introduce some best practices on project design and proposal writing.

Mobility, transparency and recognition

With the recent EU enlargement and the ongoing extensive academic and educational cooperation programmes covering the European Union and the EFTA countries much has been achieved. Many of the initiatives taken at sector level in recent years also address the need for common European frameworks. This course will address issues such as the recognition of qualifications, Europass, mobility of students, the ECVET system and qualification levels.

Validation of formal, non-formal and informal experience

Validation of experience is a key objective of the Copenhagen process and the action plan for life-long-learning. A number of Chambers are seeking to develop systems to validate all or parts of a diploma through professional experience. Participants in this course will learn of some of the Chamber experiences in this field.

APPLICATION details

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

Value for money

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

This one-off fee covers **everything**, from your arrival in Madrid until your departure on Saturday 26 February 2005, including:

Full 3-nights accommodation and all meals Cultural and social programme

Training facilities and courses (including documentation)

Overall administration, transportation and overheads

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 21st January 2005. But please book early to avoid disappointment.

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

by fax + 32 2 230 00 38 • **by post** Eurochambres - Chamber House Avenue des Arts 19/A-D, 1000 Brussels, Belgium

by e-mail beauperin@eurochambres.be • **by on-line registration** www.eurochambres.be/academy

Deadlines

21 January 05

Deadline for return of application form to EUROCHAMBRES. Please adhere to this deadline to maximise preparation time.

1 February 05

Course confirmation from EUROCHAMBRES to successful applicants.

11 February 05

Deadline for transfer of full fee to Academy Forum Account:

Academy account: 310 - 1404050 - 61
IBAN : BE 62 310 - 1404050 - 61
BIC code : BBRUBEBB

Cancellations

If, for any reason, you must subsequently withdraw from attending the Academy, we must ask you to confirm this in writing to EUROCHAMBRES. Refunds will be given on the following basis:

By 28/01/2005

100%

By 11/02/2005

50%

After 11/02/2005

0%

Other candidates may replace applicants who do not transfer the fees to the Academy account by 11 February 2005.

APPLICATION form

**NO LATER THAN
21 JANUARY 2005**

To be returned to EUROCHAMBRES Academy (Alternatively, you can go on-line to register at www.eurochambres.be/academy)

by fax +32 2 230 00 38 • **by post** CHAMBER HOUSE, Avenue des Arts, 19/A-D, 1000 Brussels, Belgium • **by e-mail** to beauperin@eurochambres.be

Mr Mrs Ms Family Name *Please also attach (or send electronically) a clear passport photo and a summary c.v. (not more than 60 words) describing your background in Chambers of Commerce. Based on your reply, we will publish a directory of participants for distribution in El Escorial.*

First Name

Position

Chamber of Commerce

Address

Tel Fax

Mobile E-mail

Website

Preferred optional courses (titles in order of preference)

Please rank all 8 optional courses in order of preference. We will do our best to match your top three 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	8

Please tick if you will arrive earlier or stay a little longer and you would like some suggestions concerning accommodation, restaurants, sights, attractions, etc. We will be very pleased to send you useful information.



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