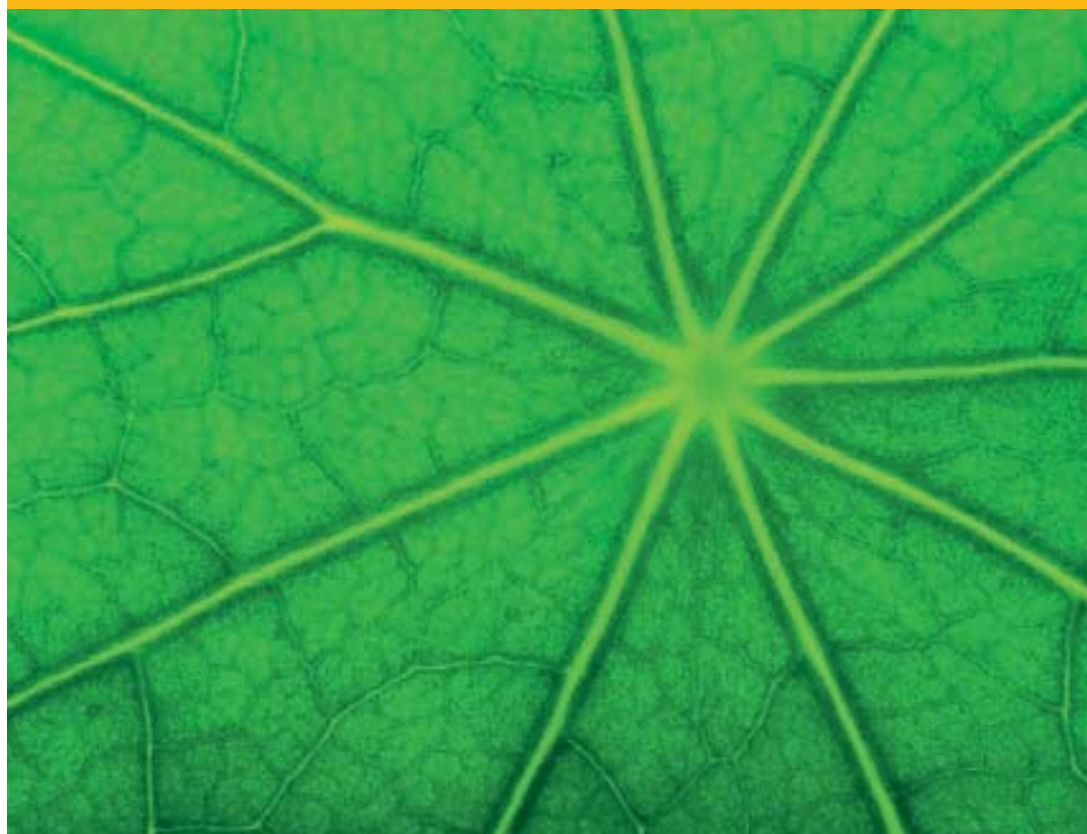


SUMMER ACADEMY 2008

A professional development programme exclusively
designed for Chamber of Commerce managers

23-27 June 2008
Porvoo – Helsinki | FINLAND



BEST Practices+
Contacts+
Knowledge!

 **EUROCHAMBRES**
Academy

The Summer Academy 2007 VERDICT!

My idea about the Academy has been confirmed, excellent opportunity for new contacts and networking and to learn what the chambers do in different countries. The courses have provided me with good ideas to consider in the future.

I have found the content of the programme and the participation to be excellent! It has given me a lot of new ideas to take away to my chamber.

A very useful experience for networking and self improvement.

An excellent training that shapes the future leaders in the Chambers of Commerce and Business Networking for the service industry.

Very good example of perfect organisation, usefulness and helpfulness for our day to day activity.

Very well organised – the international network is certainly an added value.

This was a great opportunity for me to learn, interact and explore. The event was excellently planned and the facility interesting itself; refreshing. I could see that a lot of experience has been applied in organising the Summer Academy. Whoever is involved with drafting of the programmes is really a star. I was able to create very useful links for my chamber to grow its wings. I was learning from every bit of the whole event. Thank you, thank you, and thank you very much.

Once again the Academy was a success! Reaching the perfect balance between study, work, networking and fun!

Excellent programme that the Academy offers. Highly recommended for all chambers!



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On the occasion of its 50th anniversary EUROCHAMBRES invites you to improve your skills, build new partnerships with Chambers from all over Europe and beyond and motivate your staff with a tailor-made training programme!

Do not miss out this unique networking & training programme taking place in one of the most famous & prestigious manors of Finland!

EUROCHAMBRES ACADEMY

EUROCHAMBRES Academy is an intensive training programme focused on:

- networking & maximising exchange between Chamber executives
- offering practical tools to review Chamber practices, strategies, services etc.
- bringing together the network - to find project partners; to benchmark; to sound out new ideas...
- enhancing Chamber executives' ability to drive Chamber growth

The Academy is a practice-based course designed specifically for Chambers executives and directors. Structured around 2 core courses on the different European Chamber systems and on effective management in chambers and optional courses which reflect specific interests and needs within the Chamber network, the programme addresses the challenges and problems that Chamber executives encounter.

Target participants

This seminar is designed for middle to senior management of local, regional and national Chambers of Commerce and Industry from Europe and beyond.

Participants are exclusively Chambers' middle and senior management. The programme provides a platform for the exchange of experience on the critical factors for Chambers to grow and develop.

The programme content is focused on the leadership and management of Chambers. It addresses the key challenges that Chamber executives will face over the coming years:

- adapting to increasing competition
- responding to changing conditions
- leading increasingly complex organisations
- developing strategic partnerships and alliances and exploiting new technologies successfully.

The Academy is a unique opportunity for Chamber executives to attend a programme specifically designed to meet their needs.



Key benefits:

- ▶ a personal development programme designed exclusively for Chamber executives
- ▶ a unique benchmarking exercise for Chambers
- ▶ a platform for innovative debate and exchange of best Chamber practices...
- ▶ an exciting and intensive week 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.

You will leave the Academy armed with new, practical ideas that YOU can implement in YOUR Chamber.



LEARNING FORMAT

Course participation

Like all EUROCHAMBRES Academies, this training is designed to allow maximum participation through debate and discussion. Participation and preparation is crucial. Most courses are in small groups of 10-20 people except core courses, debates and networking events.

Course preparation

You will receive detailed personal programmes with your individualised selection. With the detailed description of the course objectives, benefits and key chapters comes a preparation request. The course leader starts to work with you in the month prior to the start of the Academy.

Learning material

You will receive an individualised 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 organisational staff. After the Academy, you will also receive personal access to a dedicated Academy Alumni website.

Course language

This Summer Academy will be conducted in English only.



We have designed the programme in a compact format that allows for busy schedules. This year' ACADEMY will start on a Monday evening and will end on a Friday morning.

The learning experiences include 18 hours of training; team work; visits to Porvoo & Helsinki; and a meeting at the Central Chamber of Finland including an open debate with a guest speaker.

A tailor made programme:

Participants will be able to choose from a set of optional courses offering practical tools to manage a Chamber, to increase organisational and individual performance; management techniques; financial issues; new services and briefings to reflect on and adapt to our ever changing and turbulent environment...

TRAINING CENTRE



- EUROCHAMBRES in cooperation with the Central Chamber of Commerce of Finland has identified an inspirational venue ideal for concentration and networking at Haikko Manor www.haikko.fi.
- The centre is located in Porvoo, 45 minutes from Helsinki airport and offers spectacular views of the Finnish forest and the Baltic sea.



PROGRAMME OVERVIEW



	Monday 23 June	Tuesday 24 June	Wednesday 25 June	Thursday 26 June	Friday 27 June
9.00 - 12.30 <	All day Arrival participants at Helsinki airport & transfer to Haikko Manor in Porvoo	Core course 1	Optional course 1	Optional course 2	Optional course 4
12.30 - 14.00 <		Buffet-lunch	Buffet-lunch	Buffet-lunch	Buffet-lunch & transfer to airport
14.00 - 17.30 <	19:00 - 20:00 Welcome Reception at Haikko Manor	Core course 2	Guided tours of Porvoo & Helsinki- Reception at Central CC of Finland+ debate with guest speaker	Optional course 3	
20.00 <	Dinner at Haikko Manor	18:00 Group photo & Team Building - BBQ	Dinner on Suomenlinna island hosted by Central CC of Finland	Gala Dinner & Certification Ceremony	

CURRICULUM



EUROCHAMBRES Summer Academy works with top trainers and speakers. For this Special 50th Anniversary, EUROCHAMBRES has invited course leaders that received the highest scores in previous Academies and new experienced speakers. This successful and experienced faculty brings together business, trainers, consultants, institutional representatives and Chamber experts for greater insight and open perspectives. In the following pages, you will find the courses on offer for this special edition and some of the course leaders.

We will draw from this list and others, depending on which optional courses are selected. We remind you however that you – as a participant – will make the courses valuable with your own experience and contribution!



1. CORE COURSES

TUESDAY 24 JUNE 2008

MORNING SESSION

C.1 EUROPEAN CHAMBERS IN 2008 – HOW RELEVANT?

This introduction offers an overview of the Chamber network, including all the essential ingredients – history, power and money...! The course will help you situate your organisation in the Chamber family and opens day 1 at the Academy. The course feeds from Chambers' input directly and provides a unique benchmarking exercise. It will review strengths, weaknesses, opportunities and challenges faced by participating Chambers who will also present to the group. Course work will feed the strategic mapping proposed in the second part of the course while offering a pan-European Chamber reality check. A compact and effective way to start the Academy!

AFTERNOON SESSION

C.2 ROAD MAP FOR THE CHAMBER MANAGER

Participants will learn the core elements of effective management in Chambers, the need for good planning and communication and how to maintain a focus on members' needs while also staying in touch with policy issues and representational activities. We will examine questions such as: What makes a good Chamber manager? How do we know if we are performing effectively in this role? What are the key skills Chamber managers need to have? What are the key communication strategies which the organisation should pursue?

2. OPTIONAL COURSES

WEDNESDAY 25 JUNE - FRIDAY 27 JUNE

The optional courses will be offered from Wednesday morning to Friday morning. That is, each participant can choose 4 courses, with each course scheduled to last 3 hours each. In applying for EUROCHAMBRES' Academy, participants are requested to rank their preferred choices. Please make sure to build a balanced programme, based on your personal needs and the needs of your organisation. This may result in a number of optional courses being dropped from the Academy if demand does not justify bringing a course leader for that subject.

CHAMBER SERVICES

NEW 0.1 LOBBYING SPEAKER

This course will analyse the tactics, pitfalls, and options open to Chambers in representing, or lobbying for, the business point of view. Having formulated the Chamber's policy on a particular issue, how successful is your Chamber at "marketing" that position to the relevant authorities - at regional, national and international level?

NEW 0.2 INTERNATIONALISATION & GLOBAL EUROPE

The European Union is considered one of the most open economies in the world. Understanding the impact of globalisation is therefore crucial for European business. This course looks at different aspects of a "global Europe": can I access the € 8 billion which the EU is spending annually on international cooperation; what about my certificates of origin



under the new Community Customs Code; what is the impact of these trade negotiations in Geneva on my local companies; how to build an international network, ...? This course will help you to match your international Chamber strategy with the current trends of globalisation.

0.3 NETWORKING OPPORTUNITIES FOR MEMBERS

As a member of a Chamber of Commerce, one of the major benefits for a company is the opportunity to network with other businesses. All Chambers offer networking opportunities - breakfast briefings, business after hours, lunches, social events. This course looks at some of the more successful networking events organised by Chambers in detail, drawing the best practices from them.

CHAMBER MARKETING & COMMUNICATION

0.4 DEVELOPING A POSITIVE IMAGE FOR YOUR CCI

When you mention your Chamber's name, does it convey an image of a dynamic business organisation that both champions business and is part of the wider community, 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 well being. In this seminar, we look at 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. In a crowded market place, only those who are visible are seen. How you become more visible and what future developments we need to be aware of are also covered.

NEW 0.5 CHAMBER & NEW MEDIA **SPEAKER**

Chambers of commerce need to be able to use the new forms of communication available today. The web based services are getting more and more important. It is trendy to talk about web 2.0 - but what does it really mean? Maybe you can't afford all new technology. Which technologies should you use in order to fit your web page visitors and your chambers services? In this course, we will explore the possibilities for using new technologies and give examples of how Chambers of Commerce could benefit from different new media in their core work. The point is not to be a technical expert - only to know what you want to achieve.

NEW 0.6 IMPROVING PERSONAL COMMUNICATION IN A BUSINESS ENVIRONMENT

Success in business requires a range of high level communication skills and through this session delegates are given the opportunity to look at their own communication skills and to explore ways of becoming a better communicator, leader, influencer and facilitator. Delegates will take part in a range of exercises and tasks designed to heighten awareness of the process of communication and take away a set of new skills that can be used immediately.

CHAMBER FINANCES

NEW 0.7 SCORECARDS AS A MANAGEMENT INSTRUMENT: HOW TO PUT STRATEGY AND PROJECTS INTO MEASUREMENT?

This session will give you insights on the famous strategy maps or scorecards of Kaplan & Norton: what are they? Why are they used worldwide and how could Chambers benefit from these tools? The session is intended for people in (top)management positions at their Chamber, members of the Board and the management teams. We will focus on high level content, nevertheless applying it to your local Chamber. Strategic, yet also very hands-on.

0.8 EUROPEAN COMMISSION FUNDED PROJECTS

Many European Chambers are involved in projects initiated and/or funded by the European Commission. This course will identify the major budget lines open to, or used by, Chambers. It will discuss opportunities for Chambers and also some of the potential pitfalls. The course will introduce some best practices on project design and proposal writing.



CHAMBER STRATEGY

0.9 STRATEGIC PLANNING

Many Chambers still operate on the basis of a loose and non-transparent plan. The formulation of a clear strategy and a business plan is essential for managing your Chamber successfully. This course will analyse different steps in the strategic planning process: from defining your mission statement to tracking and evaluating the impact of your strategy to ensure you achieve your goals.

0.10 LEADERSHIP SKILLS

What is leadership? And what makes good leaders? Participants will discover the most effective techniques for guiding teams, mentoring individuals and enabling teams to manage and lead change. New supervisors gain a solid grounding in the concept of "leadership," while more experienced managers refresh their commitment to teaching and coaching their team members.

0.11 CHAMBER MISSION & VISION

Every organisation needs a Mission and Vision, a direction in which its many parts and processes are aiming. Yet many Chambers of Commerce have either never developed such statements or they have moved on from their original Mission and Vision. With Chambers of Commerce having to serve an ever-changing business community, it is vital that they

develop such statements and that they are owned by their staff. This course examines the nature of such statements, how they are created and how they provide chambers with a clear message to their business community.

0.12 ENTREPRENEURIAL CCIS

This workshop is to enable all delegates to look at key aspects of their own entrepreneurial spirit and that of their Chamber - to look at characteristics and behaviours, skills and attitudes required and to produce an action plan for entrepreneurial development. This session is designed to provide a thought provoking opportunity to look at Chambers in the context of business today and how a Chamber can become a role model for successful business and entrepreneurship.

CHAMBER PERFORMANCE MANAGEMENT

0.13 MOTIVATING STAFF

This course demonstrates some proven, practical skills used to renew staff commitment, raise productivity and stimulate willingness to change. It discusses the context of the workplace and how it interacts with different behavioural styles and temperaments. Participants will learn techniques to communicate expectations in order to achieve mutual understanding and motivation.



NEW 0.14 CORPORATE GOVERNANCE (CG) AND THE CHAMBERS' ROLE

Corporate governance is a much-discussed topic. Increasingly, in addition to listed companies, also small and medium-sized companies are getting interested in CG. In this course we will study what CG is and why Chambers could be interested in enhancing CG. The current trends and the latest international developments will be covered. The course will include CG issues of both listed and unlisted companies and will work on possibilities for Chambers to take an active role in enhancing CG in their countries. The aim of the course is to provide participants with ideas to develop their Chamber's possibilities to participate in enhancing CG on the local or national level and gain visibility for the Chamber among companies.

0.15 ANTICIPATION & CONFLICT RESOLUTION

This course will help participants anticipate and deal with conflict. It will focus on examining the causes of conflict; the appropriate styles for dealing with conflict and communication models that can help resolve conflicts and build stronger business relationships. The course will emphasise that conflict is inevitable and can, if managed correctly, be beneficial both at the individual and organisational level.

CHAMBER PERSONAL DEVELOPMENT

NEW 0.16 USING STRATEGIC PERSUASION TO SELL YOUR IDEAS

This workshop will focus on persuasion techniques Chamber professionals need to get their ideas across. We will use the insights of recent research on persuasion. You will learn how emotional intelligence can leverage your ideas, how to build credibility, how to use organisational intelligence (your organisation and the one of your counterpart) and finally how to bring the right tool at the right time. This workshop is ideal for participants in marketing and management positions at Chambers. They will benefit from practical hands-on tools, ready for use.

0.17 NEGOTIATION SKILLS

All of us negotiate every day, it is an integral part of the working relationship. It can be for something big like a new project or something smaller like the wording of an article. In all negotiations the same principles apply. In this course we will look at how to be an effective negotiator, how to move past the win/lose scenario and reach a point where you can find win/win ways of negotiating. The skills of negotiation are enriching, reduce conflict in the work place and lead to better results and better people through better outcomes. These skills are also transferable to our lives outside of work whether negotiating the price of a car or clearing up misunderstandings.

NEW 0.18 TEAM ALIGNMENT

This workshop is about making teams from groups of individuals: what is it that makes some teams excel and others go down? We will use recent research on team success and effectiveness to provide you with a self-assessment tool on how to make and keep teams effective. This workshop is best suited for people managing or leading a workgroup or team. People involved in projects could benefit from these insights. After this session, go back home with plenty of recipes to make the best out of your team!

NEW 0.19 INTERCULTURAL MANAGEMENT SPEAKER

This course focuses on effective communication in a multicultural environment. You will learn key features of culture that influence communication. Differences between cultures in relation to norms, values, visible behaviours and decision making will be addressed. Practical solutions to difficulties and respect for differences between cultures will be stressed throughout the session.

"This course has provided me with new ideas and new ways that I can reach the goals for my organisation."

(Chambers and New Media)

"I will adopt the knowledge coming from this course to the appropriate lectures in my chamber, as well as to the brochures concerning chambers background." Mainly a good, general, introduction to the CCI – network, and variations.

(European Chambers in 2007 - How Relevant?)

"Excellent! The best one I attended."

"The course will assist in application to the reality – chamber staff deals with different cultures on a daily basis, helped me to understand why some nations interact and communicate in a way they do."

(Intercultural Management)

"Enjoyable course, well presented and excellent facilitator." "A lot of new ideas how to improve our Chamber's image and services."

(Road map for the Chamber manager)



FACULTY



Gerry Doyle

Gerry is Senior Advisor to the Irish Chamber and has been involved in the Chamber movement for many years, notably as Chief Executive of South Dublin CCI. He has wide experience at middle and senior management level in the public and private sector in Ireland and overseas. His current portfolio includes assignments in Asia, Europe and USA and his current specialism is in the area of measuring impact and value in commercial and not-for-profit bodies.



Arnaldo Abruzzini

Arnaldo has been Secretary General of EUROCHAMBRES since 1999. Prior to that, he was Managing Director of Mediacamere, the Italian Chambers of Commerce Company for Communication, Information and Promotion. With a background in business and finance, Arnaldo worked in private industry for several years. First as a consultant in the USA, later as Assistant Managing Director responsible for mergers and acquisition within an Italian bank and as General Manager in the finance divisions of several companies in Italy.



Fiona Mc Mahon

Fiona designs and presents management training and communication courses for European and International institutions, educational establishments and the private sector. She also is an associate lecturer with the Open University, teaching undergraduate and graduate degree courses in psychology and education.



Peter Byrne

Peter is CEO of South Dublin Chamber of Commerce and two smaller Chambers; he is also the CEO of the Chamber's Property company. His business experience also extends to the academic where he lectures on business subjects and contributes to business journals. Peter has a MSc in Organisational Behaviour and has given seminars on Chamber development throughout the world.



Jean-Louis Scaringella

Jean-Louis has been Deputy Director General of the Paris Chamber of Commerce and Industry since 2006. He is responsible for the following areas: research, forward planning and innovation. As lecturer in management science, he previously worked as Director General of ESCP-EAP, the European School of Management, Director of HEC and Communication Director at Paris CCI. He is the co-author of a number of books and articles on lobbying, economics and management.



Dirk Vantyghem

At EUROCHAMBRES, Dirk is Director of International Affairs. He has more than 10 years experience in international relations, with emphasis on external economic co-operation and trade policy. His field experience relates to Central and Eastern Europe, the Mediterranean region, Latin America and Asia. He has previously also been responsible for the Academy. Dirk has an economic background and holds a Masters from the College of Europe.



Marc Devisch

Marc is CEO of TQM SERVICE. The company's core activities are service quality improvement, performance, personal development and strategic project management. Marc manages and coordinates the company's activities and is responsible for the networking contacts. For over 15 years Marc has been giving advice to private companies as well as public administrations. His Academy courses are appreciated for their practical and interactive approach, providing participants with new insights and ideas for the development of strategy as well as fieldwork.



Leena Linnainmaa

Leena is a Director at the Central Chamber of Commerce of Finland. She is a member of the Finnish Corporate Governance working group and a member of the board of directors of GS1 Finland Ltd. Before she joined the Central Chamber of Commerce in 2000, she had more than 10 years of experience in the financial sector. She is author or co-author of ca 12 legal books and numerous articles. She took her Master of Law degree in 1988 at the University of Turku and has also been trained on the bench.



Andreas Krohn

Andreas is Vice President, PR and Communications at the Stockholm Chamber. Andreas is in charge of media and information strategy, coordinating and directing the work with the website www.chamber.se, the Chambers newsletter and magazine. The Stockholm Chamber has spent spring 2008 on a major make over of its web page, including launching most of the web 2.0 technology such as webb-tv, blogfunction, communities and RSS-feeds. Andreas is an active blogger and the chairman of the jury for Web Service Award, the largest Swedish web site survey, with over 160 000 participants.



Michael Mott

Michael has a background in HR, personal and organisational development and was, until recently, Head of Business Development for Birmingham Chamber of Commerce and Managing Director of Birmingham Chamber's commercial services company BDG Direct Ltd. Since the start of this year alongside developing his own consultancy service, Michael is now the International Commercial Consultant to the Chamber in Birmingham, leading and developing commercial operations internationally, principally between the UK, Latin America and Europe.

EXTEND YOUR ACADEMY EXPERIENCE WITH THE ALUMNI NETWORK!

Since 1998 more than 1400 Chamber managers from all over Europe and beyond have joined the Academy. They are part of an ever-growing network sharing interests, challenges as well as projects and new ideas. This network is accessible via a dedicated interactive website. **After each Academy**, EUROCHAMBRES provides each participant with a personalised password and username to access the **Alumni website**. You can search for people, courses, course leaders, and exchange ideas or projects.

See more details on <http://academy.eurochambres.eu/>

APPLICATION DETAILS

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

FEE

€ 2400 including accommodation, meals, social activities, and local transfers.

Courses full package

(including personal documentation & folder) € 900

All inclusive food & accommodation package € 1200

Cultural & social programme € 200

Local transfers € 100

Total € 2400

Academy account: 310-1215418-94

IBAN: BE87 3101 2154 1894

BIC code: BBRUBEBB

The deadline for applications to be received by EUROCHAMBRES is **Friday 23 May 2008**.

IMPORTANT NOTE: There are a limited number of places for the Summer Academy 2008, which will be allocated on a first-come-first-served basis.

You can go on-line to register at

<http://academy.eurochambres.eu/academy.php?id=054>

CALENDAR

- 23 May 08:** Deadline for return of application form to EUROCHAMBRES.
Please, adhere to this deadline strictly to maximise preparation time!
- 30 May 08:** Deadline for financial transfer to the Summer Academy account.
- 2 June 08:** Course confirmation from EUROCHAMBRES to successful applicants.

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 please confirm this in writing.

Any other questions?

Please contact the Academy team at **devos@eurochambres.eu** or call

Sophie Devos (+32 2 282 08 72) or

Isabelle Gueury (+32 2 282 08 74)

<http://academy.eurochambres.eu/>



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This Special EUROCHAMBRES
50th anniversary Academy edition
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Central Chamber of Commerce of Finland

