

Global Employers Young Professionals' Academy

Language of the course: English

from: 8 April
to: 12 April
2019

CEOE, Madrid



A powerful and balanced voice for business



| Time | Monday 8 | Tuesday 9 | Wednesday 10 | Thursday 11 | Friday 12 |
|----------------------|---|--|---|---|---|
| 9:00 – 10:30 | <ul style="list-style-type: none"> Opening & Welcome Objectives, Main features of the Academy Get to know each other Logistics <p>🗣️ Matthias Thorns, IOE 🗣️ Gabriela Uriarte, CEOE 🗣️ Jeanne Schmitt, ITCILO</p> | <ul style="list-style-type: none"> Main development trends worldwide in terms of macro-economics and growth – what are the employers' messages? <p>🗣️ Samuel Asfaha, ILO/ACTEMP</p> | <ul style="list-style-type: none"> The effectiveness of EOs in advocacy and lobbying – how can they bring value to the policy process and to their members? <p>🗣️ Jeanne Schmitt, ITCILO</p> | <p>Sales Strategy Training</p> <p>🗣️ Daniel Muñoz CEOE Formación</p> | <p>Neuroscience methods</p> <p>🗣️ Adolfo Galán CEOE Formación</p> |
| 10:30 – 11:00 | Coffee break | | | | |
| 11:00 – 12:30 | <ul style="list-style-type: none"> The Global institutions and political scene – what should EOs look out for? Effective partnerships for EOs <p>🗣️ Matthias Thorns, IOE</p> | <ul style="list-style-type: none"> EOs today: role, challenges and future trends in private sector representation <p>🗣️ Jeanne Schmitt, ITCILO</p> | <ul style="list-style-type: none"> Advocacy and Lobbying simulation game <p>🗣️ facilitated by ITCILO</p> | <ul style="list-style-type: none"> Key elements of project design and project management as well as information on EU funding schemes for CSOs <p>🗣️ Maria Cohi-Ramon, European Commission</p> | <p>Wrap-up, Closing, Evaluation, Certificates</p> <p>🗣️ Maria Anzorreguy, IOE 🗣️ Gabriela Uriarte, CEOE 🗣️ Jeanne Schmitt, ITCILO</p> |
| 13:00 – 14:15 | Lunch | | | | |
| 14:15 – 15:45 | <ul style="list-style-type: none"> Soft Skills – Overlooked essentials for the Future of Work <p>🗣️ Akustina Morni, IOE</p> | <ul style="list-style-type: none"> Being member driven – What does that mean? <p>🗣️ Jeanne Schmitt, ITCILO</p> | <ul style="list-style-type: none"> Advocacy and Lobbying simulation game (continued) <p>🗣️ facilitated by ITCILO</p> | <ul style="list-style-type: none"> Fundraising and partnerships: developing a case for support <p>🗣️ Richard Gbedoah, GAN</p> | <i>Departure of participants</i> |
| 15:45– 16:00 | Break | | | | |
| 16:00 – 17:30 | <p>16.00-17.00</p> <ul style="list-style-type: none"> Good practice cases of EOs regarding PCM Case study presentation <p>🗣️ Gabriela Uriarte, CEOE Formación</p> | <p>Communication & Influence: Communication skills for effective delivery of lobbying and advocacy activities</p> <p>🗣️ Karen Friedman, CEOE Formación</p> | <p>Professional Focus/Multitask managing: Monkey Catching</p> <p>🗣️ Curro Castillo CEOE Formación</p> | <p>International employers' relations: why what you do matters</p> <p>🗣️ Alan Wild, IOE</p> | |
| 20:00 | <p>18.00</p> <p>Touristic Bus + Free evening</p> | <p>20.30</p> <p>Show-Dinner Flamenco Casa Patas</p> | <p>Free Evening</p> | <p>20.00</p> <p>Dinner Real Café Bernabeu</p> | |

