

CSR BOOTCAMP

A THREE-DAY TRAINING COURSE
Sustainability in Practice, Not Just in Theory

as part of

**The
First**

CSR LEBANON 
SPRING WEEK

Collaboration for **SOcial IMPACT**

April 16th - 22nd, 2016



Engage in a journey towards understanding Corporate Social Responsibility by enhancing your skills of developing and implementing a professional CSR Strategy and learn how to communicate the results.



How to Develop a CSR Strategy and Communicate its Results

Hosted at: BLOM BANK Training Center - Verdun

Introduction

As part of the first CSR LEBANON SPRING WEEK, this three-day bootcamp aims at introducing the concept of Corporate Social Responsibility (CSR) and providing guidance on how to develop a CSR strategy with respect to the four areas of CSR: Workplace, Marketplace, Community and Environment. Building on current and latest international best practices, the bootcamp will assist participants in sustaining their journey to integrate strategic CSR and generate pertinent action plans ready for implementation including: "How to sell CSR to your CEO" and "How to set a clever CSR yearly budget".

Workshop Director



Dwayne Baraka
 Founder & CEO, Value CSR - UK

Dwayne is a career Thinker, Speaker, Facilitator and CSR Expert. As a CR professional he has worked on the corporate strategy of several of the FTSE 100 companies including tech companies, housing associations, construction companies and many others. He has written award winning articles on CSR and has been an Editor of the Encyclopedia of Corporate Social Responsibility since 2010. He has worked in CSR in Australia, Belarus, Belgium, Canada, Ireland, Latvia, Lebanon, Norway, UAE, USA and UK. Dwayne is also committed to putting numbers on 'soft' CSR disciplines and believes that there are virtually no companies that cannot make their business more profitable through CSR.

Assistant Trainer



Deena Tannous
 Executive Director, CSR LEBANON

Deena is a communications practitioner and CSR training professional with international experience in developing and executing key CSR strategies with several corporations. Deena is currently the Executive Director at CSR LEBANON™ and Regional Manager of Responsible Business Consultancy in Dubai. She also manages ad hoc social media projects for small ventures, start-ups, and NGOs and regularly trains on effective CSR implementation policies and measures for businesses looking to integrate cause-related marketing campaigns. She completed her studies in Canada (BA) and holds an MBA from the United Kingdom that focused on CSR implementation strategies. Deena is a very active member in the community mentoring youth on social impact, digital advocacy and social responsibility.

2-Day BOOTCAMP For Executives and Beginners		Train the Trainers * Special for Professionals
Monday, April 18 th	Tuesday, April 19 th	Wednesday, April 20 th
<p>Top Learning Objectives:</p> <ul style="list-style-type: none"> • How to develop a CSR strategy and communicate its results. • Understand how companies' business objectives and needs can be aligned and met through CSR. • Learn how to prioritize and create strategic programs and initiatives. • Establish a planning framework for CSR reporting, including the 'Who' and 'What' of reporting. • Provide an overview of CSR reporting and its applicability from an international context. • The importance of citizen engagement and volunteering in CSR. • Designing End-to-End CSR. • How to plan CSR to ensure support of your business leaders. 		<p>Top Learning Objectives:</p> <ul style="list-style-type: none"> • Specially designed training for professionals who have a role in the development and delivery of CSR in their organization. • Develop your trainer's toolkit to help you train others in your organization about CSR. • Using your understanding of CSR to facilitate improvement in the company's CSR programs and performance. • Effective engagement of employees in CSR training (especially when they don't know it is a training!). • Using training techniques to strategically embed CSR in your organization.

* Day 3 exclusively reserved for senior CSR professionals and university professors; participants should not be the same as attendees from Day 1 and Day 2

Who Should Attend?

This course is specifically designed for business professionals with responsibility for developing and implementing Corporate Social Responsibility programs and initiatives. It will also be useful for business professionals who wish to develop their skills in social and community investment and CSR reporting.

- CSR and Sustainability Managers
- Human Resources Managers
- Corporate Communications Directors
- Marketing and Branding Directors
- Public Relations Managers
- Business Development Professionals
- Academic Professors
- Professional NGOs



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Registration Form

3 Days

Day 1 & 2		Two-Day BOOTCAMP for CSR Executives and Beginners	Registration is Mandatory
Monday 18	How to prepare a CSR strategy and communicate its results <i>(Includes training material, toolkit, lunch and 2 coffee breaks)</i>		\$1200* <i>This course is limited to 16 participants</i>
Tuesday 19			
Day 3		Train the Trainer for CSR Professionals	Registration is Mandatory
Wednesday 20	Day 3 exclusively reserved for senior CSR professionals and university professors; participants should not be the same as attendees from Day 1 and Day 2		\$1500* <i>This course is limited to 10 participants</i>
* 20% discount from total fee applicable to participants with delegates who attend all 3 Training Days			



Company Name:				Tel:		
Booking	Participant Name	Job Title	Mobile	Email	Day 1 & 2 (✓)	Day 3 (✓)
1 st Delegate						
2 nd Delegate						
3 rd Delegate						
4 th Delegate						

We confirm our booking for _____ participant(s)
(1,2,3...)

Signature, Stamp & Date _____

Registration Deadline

To confirm your registration, kindly fill out, sign, stamp, and return the form by fax or email **before Friday April 8th, 2016**.
Seats are limited for the training courses.
No seats will be available after that date. Seats are booked on first-come-first-served basis.

Payment Method

By Cheque:
 Please make cheques payable to CSR LEBANON.
 Please note that full advanced payment must be made by **maximum Friday April 8th, 2016**.