



ONLINE

EMPLOYERS' ORGANIZATIONS

E-LEARNING COURSE ON MEMBERSHIP STRATEGIES FOR EBMOs

BRINGING SMES ON BOARD (ENGLISH ONLY)

CERTIFICATE AWARDED BY
THE INTERNATIONAL TRAINING CENTRE OF THE ILO

17 OCTOBER – 27 NOVEMBER 2022

 6 WEEKS, 48 HOURS

Information Note

BACKGROUND

Employers and Business Member Organizations (EBMOs) must be representative of the different segments of the private sector to voice the employers' standings and be able to influence socio-economic policies. Large membership is the result of well-functioning EBMOs, providing for high quality services for members and exerting strong policy influence. To achieve this virtuous circle, one condition is to implement an **efficient membership strategy**, which conceptualize, plans and directs EBMOs' actions to properly attract, retain, expand and engage members. This is even more urgent in times of economic crisis, when companies struggle to identify the benefits of adhering to or engaging with collective bodies and be inclined to leave organizations for which the value of membership is not compelling.

This in-depth online training builds and strengthens the capacities of EBMOs staff and Board members to design and implement efficient membership strategies. The training offers an **innovative e-learning platform for hands-on knowledge, transmission and exchange of experiences** between employers' organizations representatives from all over the world. It is a specialized course which enables you to join a virtual network of practitioners flexibly and without needing to travel.

The course includes 6 progressive online modules offered through the ITCILO e-Campus online platform to be completed from **17 October to 27 November 2022**, for a total of 48 learning hours, 8 hours per week distributed as follows: (i) **individual learning** "at your own pace" with weekly thematic modules and readings (3 hours per week approximately); (ii) **exchanges** with peers and experts during "live interactive sessions" (90-minute webinar, per week); (iii) **group assignments** to go deeper in small groups with a dedicated tutor (3 hours 30 minutes approximately).

Participants who successfully complete all modules and the final assessment receive the ITCILO digital **Certificate of Achievement**.

WHO ATTENDS THIS ONLINE COURSE?

The course that will be delivered in English, targets EBMO younger staff of national level and branch associations or regional associations in charge of membership strategies in their EBMO. Participants must have both in-depth expertise of the area of work and the organization decision-power to make decisions in terms of development and implementation of action plans. Gender-balanced participation is desirable.

KEY FEATURES

LEARN DIFFERENTLY

Integrated e-learning

THREE LEARNING ELEMENTS

Mixing learning at own pace, high-quality, engaging live sessions and group assignments with the support of a tutor

PEER-TO-PEER EXCHANGES

Critical insights from EBMOs colleagues, ITCILO and DECP experts

WHAT TOPICS DOES THIS COURSE COVER?

The course is designed to provide **conceptual and practical tools** with sessions on:

- The benefits of adopting membership strategies and their building blocks
- How to structure EBMOs for membership strategies to be truly member-centred
- How to adapt marketing theories and tools for a more professional membership management
- How can communication and services provision support membership goals
- How to attract, engage and retain SMEs' members or potential members.

WHAT WILL I BE ABLE TO DO?

By the end of the programme, participants will have strengthened their **technical knowledge to design and implement effective membership strategies** for their organizations. In particular, participants will be able to:

- Describe how membership strategies impact EBMOs sustainability and how these strategies interact with other strategies notably the strategic plan
- Outline different indicators supporting membership strategies and select the most pertinent ones for one own's EBMO
- Assess the internal bodies and work flows in order to identify entry points for improvement
- Identify the membership recruitment, retention and engagement targets and tools that can be used by EBMOs and assess their use in own strategy
- Name other EBMOs practices that can be sources of inspiration when drafting one's own membership strategy

- Make an action plan, which specifies for their EBMO the best and priority area's to move forward in the enhancing of SME membership, taking into account national realities, available resources, the competition and efficiency considerations.

WHY SHOULD I JOIN?

- The course has a **hands-on approach**, highlighting best practices and offering tools and methodologies that will help participants in their everyday work;
- Participants are encouraged to share individual experiences, thus building an international **community of practice**;
- Given its **high-quality contents**, the course brings participants at the heart of current debates and practices in the field of membership management;
- The course leads to a Certificate of Achievement bringing **value to your career development**.

In addition to enhancing capacities and knowledge, the e-learning course aims to stimulate **peer learning**. Participants leave this online course connected to an international network of professionals and experts on membership strategies.

FACULTY

This training course is organized by the Programme for Employers' Activities of the ITCILO (ACTEMP) in collaboration with the Dutch Employers Cooperation Programme (DECP). The faculty is composed of membership specialists and experts from the ILO, ITCILO and DECP. Moreover, all EBMO representatives are expected to take an active part in the learning and share his/her practical experience with other participants.

PRICE AND HOW TO APPLY

Participants nominated by their EBMOs need to register online by **15 October 2022** at the following link: <https://oarf2.itcilo.org/EMM/A9715535/en>. Their profiles will be reviewed by the ITCILO and the DECP. Confirmed participants might benefit from a fellowship covering the participation fees based on their profiles and availability of funds.

Keep in mind that ACTEMP/Turin will aim for a representative group of participants from around the world, therefore geographical balance will be taken into account for the final selection of participants.

Maximum size of the group: 30 persons.

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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