



ACT/EMP
Bureau for employers Activities



ITC
International Training Centre

Webinar series

Steering the Employers' and Business Membership Organizations in times of crisis

3# New membership strategy for a new start

Wednesday 2 December 2020 11am-1.30pm (Moscow Time GMT+3)

Agenda

11:00-11:05	<p>Opening session Key takeaways from previous webinar Programme – webinar 3 <i>Vladimir Curovic, Employers Specialist, ILO/Moscow</i> <i>Jorge Illingworth, Programme Manager, ACTEMP/ITCILO</i></p>
11:05-11:50	<p>Participative Presentation Elements of a Membership development strategy <i>Paolo Salvai, Senior Programme Officer, ACTEMP/ITCILO</i></p>
11:50-12:20	<p>Case study Employers Federation of Ceylon Membership strategies in times of crisis <i>Kanishka Weerasinghe, Director General, EFC</i></p>
12:20-12:25	<p>Break</p>
12:25-12:55	<p>Case study Croatian Employers' Association strategy and action plans in COVID-19 crisis <i>Milka Kosanović, Director of Membership Affairs, CEA</i></p>
12:55-13:25	<p>Brainstorming / Roundtable session Which new services for a renewed value proposition?</p> <p>Facilitators: <i>Jorge Illingworth, Programme Manager, ACTEMP/ITCILO</i> <i>Vladimir Curovic, Employers Specialist, ILO/Moscow</i> <i>Paolo Salvai, Senior Programme Officer, ACTEMP/ITCILO</i></p>
13.25-13:30	<p>Wrap- up <i>Vladimir Curovic, Employers Specialist, ILO/Moscow</i></p>