



Preliminary workshop for community organisations

Preparation

- Objective:** To assist the participating community organisations with their preparation for the Marketplace event, such as formulating a good request for the Marketplace event and an appropriate service in return, practicing making contact and the 'selling' of their request.
- Implementation:** A maximum of 50 participants, at least one facilitator required for each 20-25 participants.
- Duration:** Depending on the number of participants, the workshop will last between 3 and 3.5 hours.
- Timing:** The workshop should ideally take place one to two months before the Marketplace event.

Materials required/venue:

- The set-up of the plenary session is not important, but there must be room for working in small groups of five people. With more than 25 participants, it should be possible to work in two large sub-groups.
- Coloured markers and label stickers for participants to make their name labels.
- Flipchart and markers, sticky tape or blue tack for sticking up flipchart pages.
- Projector and laptop (speakers and DVD software is required for film).
- Film or photos from another Marketplace event if appropriate.
- All the participants will need pen and paper.

Handouts:

- 'Zakendoen met bedrijven: een goede business!' manual (can be downloaded from www.betrokken.nu; only available in Dutch). This is a phased plan for community organisations that wish to cooperate with the business sector; the Marketplace event can be part of it.
- Handout of PowerPoint presentation if appropriate.

- Make sure the community organisations formulate a request before they participate in the workshop. Use a standard form for this (see toolkit for an example).
- Advise the facilitators in advance about the atmosphere at and approach of the Marketplace event and the procedure of this workshop.
- Give the facilitators imaginative examples of matches concluded at previous Marketplace events.



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Programme

Preparation on site:

Preliminary discussions with facilitators, agree venue layout, test PowerPoint presentation, test film/DVD or put up pictures if applicable.

Upon arrival:

Each participant makes a name label using the available materials (coloured markers and sticky labels).

Welcome (maximum of 10 minutes)

Brief explanation of the programme (sheets 1 and 2)

Plenary presentation (20 minutes)

Aim: to give participants an impression of what happens at a Marketplace event. They are welcome to make comments or ask questions (sheet 3).

The participants are presented with examples of matches, see a DVD or photos of a Marketplace event and hear testimonies from specialists (this latter way of working is very appropriate if there has already been a Marketplace event in the municipality).

Win-win situation at the event (30 minutes)

Aim: to make the participants aware of the reciprocity at the Marketplace event. Businesses have something to offer and community organisations are attractive partners because they have something to offer businesses in return.

Businesses (15 minutes)

(sheets 4 and 5 may be used here if desired):

- Participants must be aware that the business sector is not a supplier of money, but is willing to offer all sorts of other things. For instance, the skills that people working in a business have (management experience, professional knowledge and/or workmanship, a helping hand, accessing networks) and the resources that a business can make available (premises, equipment, goods).
- In plenary consultation, identify the resources that the business sector can offer (people or equipment). The suggestions are noted on the flipchart.

- Try and get participants with a request for money to think how they can translate that money into people and goods by asking them what they need the money for.

Community organisations (15 minutes)

(sheet 6 may be used here if desired):

- In pairs (from different organisations), discuss what makes your organisation unique and exceptional. What is the ideal message the organisation wants to spread? What is your organisation's special aim? And how is that translated into activities, projects? Do you have a specific location? Has the organisation been in existence for a very long time? Do you have extraordinary members of staff/volunteers?
- In plenary consultation, identify the special services that community organisations can offer the business sector. Write this on the flip chart.
- The facilitators should have examples from previous Marketplace events at hand if the participants come up with too few examples.

Divide into small groups of five each (60 minutes)

Aim: participants assist and stimulate one another in formulating a good request. (sheet 7).

Participants divide into small groups of five each. At least one facilitator is required for every five small groups. The facilitator moves around, listens, joins in the discussions of all the small groups (see further attention points for small group facilitators).

The participants present their previously formulated request to one another in turn. The group members pose critical questions to the presenter:

- Is the request clear, feasible and attractive? What people and resources do you require?
- What does the organisation have to offer the business? What service in return could they provide?
- How can you make your request distinctive? What particulars can you highlight? Which articles or attributes can you take along to the Marketplace event?

Each small group then selects two requests and, together, prepares a short three-minute presentation to each request to present at the Marketplace event (a few key sentences: Who am I?, What am I looking for? What do I have to offer?). The person whose request it is does the presentation.

Interval if appropriate (10 minutes)

This can be cancelled in case of run-over or if coffee and tea are available in the room.

Presentation

(max. 60 minutes, depending on the number of participants)

Aim: for the participants to see how they came across, what works and what requires improvement.

If there are five or fewer small groups, the presentations are made in plenary. If there are more than five small groups, the presentations are made in two large sub-groups with one facilitator each and three or more small groups. This allows as many participants as possible to practice their presentation skills.

Two participants from each small group make a brief presentation of a maximum of three minutes. This is done in the form of a small role play, with a participant from another small group acting as the supply party (for example the director of a company).

The facilitator facilitates a follow-up discussion with the other participants. Questions can be used for this. First ask the person who acted as the supply party: Would you like to work with this organisation? Does the person show passion and involvement? Is it clear why it is so important that your company does something for this organisation? Something for the audience to consider: Is there real contact? Does it tell a 'story'? Does it strike you as powerful and/of attractive? Is it clear what the organisation's objective is? Is the organisation's story more than a summary of its activities?

Following up the match (20 minutes)

Aim: to give the participants the final tips, especially what they should do after the event to ensure the success of the match.

A survey by MOVISIE in 2006 revealed potential problems. These are identified by the facilitators and discussed with the participants.

*** Initiative after the Marketplace event**

Difference in perception of who should take action to take the match forward (businesses think they take the lead and community organisations think they take the first steps). Conclusion: an active attitude is always appreciated. How do you deal with it?

*** Time investment**

Can you make time free? Building up and maintaining a working relationship with a business takes time. So does the recruitment and supervision of new volunteers from the business. You will in any case require additional time for managing your regular volunteers. The acquisition and management of new equipment also requires time.

The participants are asked in the plenary session for tips they may have for each other to overcome these potential problems.

The manual '**Zakendoen met bedrijven: een goede business**' (to download from www.betrokken.nu, only in Dutch) also identifies the following attention points for cooperating with the business sector:

*** Professionalism**

How professional is your organisation? Corporate employees expect the basics of an organisation to be properly organised. Are volunteers looked after properly? Do you keep to your agreements? Does your organisation have insurance? Is your management in good shape?

*** Stable financial situation**

How does your organisation fare financially? A business wants to know whether their future partner will still be around in a year's time. If your organisation has financial problems, don't even think of it. Recruiting corporate volunteers or starting a joint project with the aim of sponsoring seldom resolves financial crises.

*** Accessibility**

Is your organisation easily accessible? Successful cooperation depends on good communication. Can one easily reach your organisation? Is there a designated contact person? Do you quickly respond to telephone calls or emails?

*** Experience with PR**

Local media like to focus on Corporate Community Investment/Corporate Social Responsibility. Positive exposure is a plus for a company and its employees (please note: some companies deliberately shy away from publicity on this point). You can contribute to this positive exposure as a community organisation.

Plenary close (10 minutes)

Aim: opportunity for final questions and comments, to gather feedback on the workshop and look at the last practical information for the forthcoming Marketplace event. (sheet 8).



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Attention points for the facilitators of small groups

With the **requests**, please note:

- * Is the request clear and specific? Does the request contain: who, what, why, where and when? Also, beware of jargon.
- * Does the request correspond with the 'real' wish of the organisation?
- * If it is a request for money, try to turn this request into a request for what the money is needed for (materials, people, resources/funds, knowledge, activities, advice, location, catering, etc.).
- * Is it a realistic, achievable request to put to a company?
- * Is it an attractive request for a company? Is a company asked because of its expertise, entrepreneurship, commercial insight, market knowledge, the products and services that it develops, or the quality of its staff, for instance?
- * Is the request presented as a project with a start and an end?

For **services in return** pay particular attention to the following:

Publicity is often thought of as the first thing. This is not wrong, but not unique. Try to get them think of a creative service in return.

You could assist by asking questions such as: What makes your organisation unique? What motivates the volunteers? What does the organisation have to offer in terms of corporate volunteers? What specific knowledge/skills does your organisation have in store (e.g. concerning the target group)? What networks does your organisation have access to? What is the strength of your organisation?