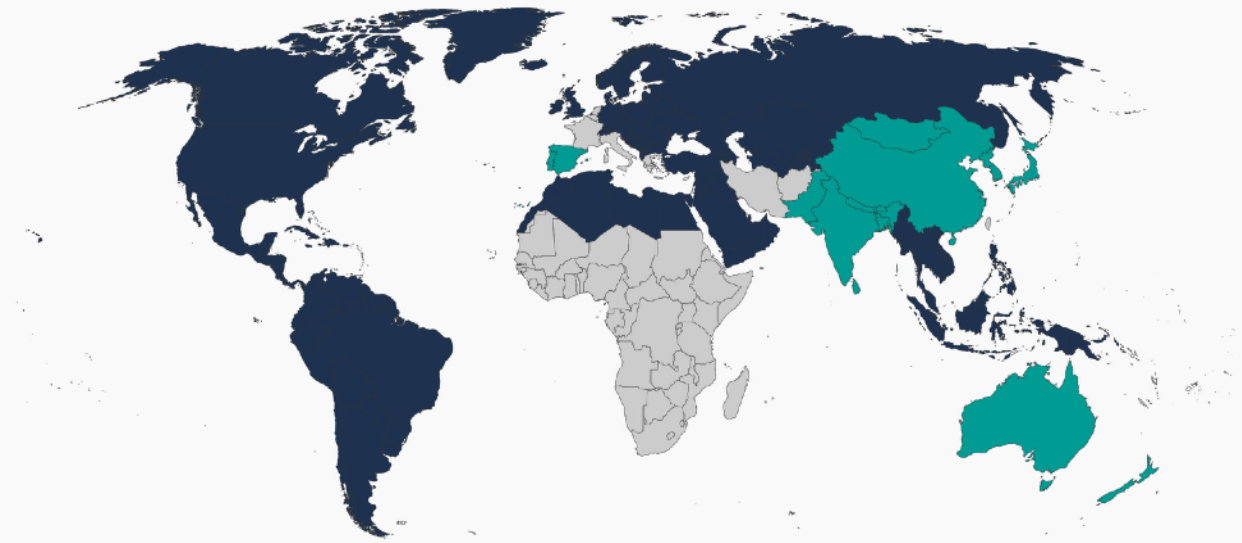

A Guide to PRME Regional Meetings

*Dialogue and collaboration in support of the
Sustainable Development Goals*



PRME Principles for Responsible
Management Education

an initiative of the United Nations Global Compact

Acknowledgements

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Disclaimer: *This document is not exhaustive. The good practices described in this guide were identified based on inputs of previous PRME Regional Meeting hosts. The PRME Secretariat and the UN Global Compact make no representation concerning, and do not guarantee the source, originality, accuracy, completeness or reliability of any statement, information, data finding, interpretation, advice or opinion contained within this publication. This publication is intended strictly as a learning document. The inclusion of examples does not in any way constitute an endorsement of individuals, academic institutions or organisations by the PRME Secretariat or United Nations Global Compact. The material in this publication may be quoted and used provided there is proper attribution.*



About the United Nations Global Compact

The United Nations (UN) Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with [ten universally accepted principles](#) in the areas of [human rights](#), [labour](#), [environment](#) and [anti-corruption](#). By doing so, business, as a primary driver of globalization, can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.

As social, political and economic challenges (and opportunities)—whether at home or in other regions—are affecting business more than ever before, many companies recognise the need to collaborate and partner with governments, civil society, labour and the United Nations. This ever-increasing understanding is reflected in the Global Compact's rapid growth. With over 12,000 corporate participants and other stakeholders from over 160 countries, it is the largest voluntary corporate responsibility initiative in the world.

Endorsed by chief executives, the Global Compact is a practical framework for the development, implementation, and disclosure of sustainability policies and practices, offering participants a wide spectrum of workstreams, management tools and resources—all designed to help advance sustainable business models and markets. Learn more at www.unglobalcompact.org.

About the Principles for Responsible Management Education (PRME)

PRME is the UN-supported initiative whose mission it is to transform management education, research and thought education leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations' Sustainable Development Goals. Ultimately, it is PRME's vision to have the UN Sustainable Development Goals (SDGs) realised through responsible management education.

The [Six Principles of PRME](#) are based on internationally-accepted values endorsed by UN Member States and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement. Higher education institutions that become signatory to PRME make a public commitment to knowledge creation and education that supports and develops leaders who are capable of managing the complex challenges faced by business and society in the 21st century.

Similar to the Global Compact, PRME is multi-stakeholder platform with a dynamic network of local and global learning communities, including thematic Working Groups and regional Chapters, which collaborate on projects and events. Since its official launch in 2007 by UN Secretary-General Ban Ki-moon, the PRME initiative has grown to more than 650 leading business schools and management-related academic institutions from over 80 countries across the world. Learn more at www.unprme.org.

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I. Foreword

Dear Colleagues,

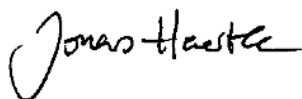
PRME Regional Meetings bring the unique regional and cultural perspectives of the PRME community into focus. With the aim of advancing the Six Principles of PRME and the UN Global Compact's Ten Principles, and with enormous potential to contribute to the fulfillment of the Sustainable Development Goals (SDGs) through aligned and impactful local-global action, PRME Regional Meetings are a major focus of our community.

In this spirit, *the Basic Guide to PRME Regional Meetings* focuses on a key dimension of the PRME initiative: dialogue and collaboration at the local level among PRME current and potential signatories, Global Compact Local Networks and other stakeholders. This guide contains testimonies of past PRME Regional Meetings that illustrate their meaningful contributions to the PRME community, good practices, as well as recommendations to take these events to the next level.

The PRME initiative has facilitated numerous regional and global events since its inception in 2007. As a result of the 1st PRME Global Forum in December 2008, participants from around the world have taken up the call for action in support of PRME, organizing many events and activities. The first PRME Regional Meeting, the 2010 PRME Asia Forum, demonstrated the importance and potential impact of addressing responsible management education at a local level. Soon after, other signatories took notice and organized similar events in every continent of the world. PRME Regional Meetings and Fora are designed to complement global events, help strengthen PRME Chapter governance and define activities, and share good practices and deliverables of PRME Working Groups, and other workstreams. PRME Regional Meetings are also great opportunities for potential signatories to learn more about PRME and get involved with the vibrant PRME community.

We encourage you to familiarise yourself with this guide if you are interested in hosting a PRME Regional Meeting or if you have already embarked on this task. We hope that you will find this resource useful, simple and user friendly and that it will help you pinpoint crucial aspects in making your event inclusive, successful, productive and memorable.

With warm regards on behalf of the PRME Secretariat,



Jonas Haertle

Head, PRME Secretariat
UN Global Compact

II. Introduction

The Sustainable Development Goals are the Core of the PRME Strategy

In 2016, the PRME Secretariat, with input from the PRME Steering Committee and PRME Advisory Committee, conducted the PRME Strategic Review. As a result of this process, a new strategic vision and mission were developed.

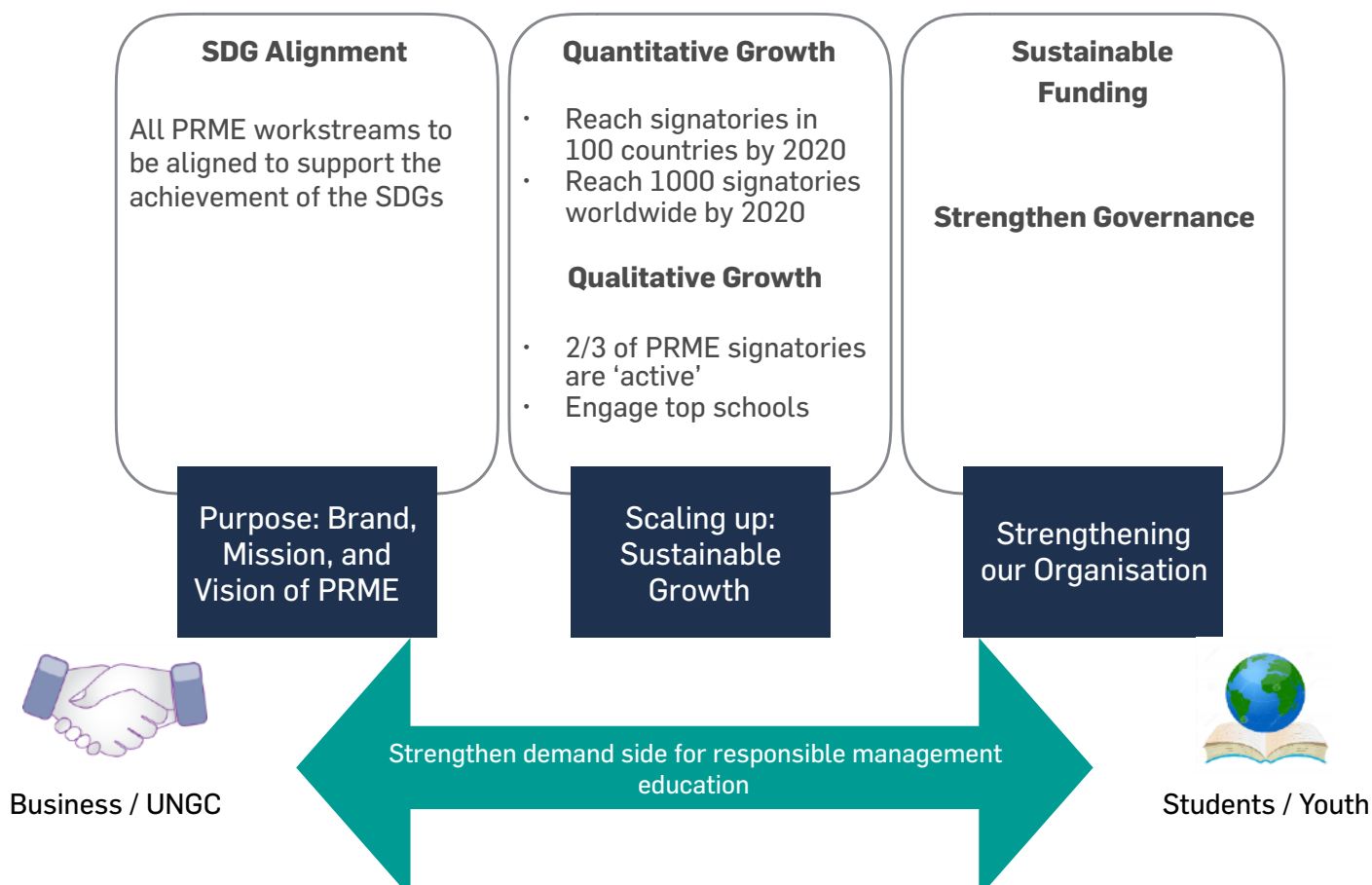
Vision

The Sustainable Development Goals realised through responsible management education

Mission

PRME is the UN Global Compact's initiative to transform management education, research and thought education leadership globally by providing the Principles for Responsible Management Education framework, developing learning communities and promoting awareness about the United Nations Sustainable Development Goals

New strategic goals and targets were also defined through the strategic review process. Below are the overarching priorities for the PRME initiative.



The Role of PRME Regional Meetings

While working towards the Vision and Mission, the PRME community and specifically Chapters and Regional Meetings help contribute to “developing responsible leaders of tomorrow” who will have the skills, knowledge and mindset for a more sustainable future.

PRME Regional Meetings in particular can play an important role in supporting the PRME strategic priorities by:

- Aligning their themes with the Sustainable Development Goals; raising awareness and sharing good practices on how higher education institutions (HEIs), business and other stakeholders can contribute to achieve them.
- Bringing the voice of business (including Global Compact Local Networks) and students as drivers of the demand for responsible management education; facilitating policy dialogues and partnerships to support the SDGs locally.
- Helping strengthening the PRME brand through the use of the PRME logo, PRME resources and social media.
- Contributing to balanced quantitative and qualitative growth by recruiting signatories as well as to advancing the PRME and UN Global Compact Principles in the region.
- Facilitating Chapters, as the PRME local platforms, to build transparent and inclusive governance schemes and promote collective action around the SDGs.

We encourage you to familiarise yourself with the [PRME Strategic Review 2016](#) to align your event with these priorities and deliver a successful and productive events that further advances PRME, the UN Global Compact and the SDGs in your region.



III. Hosting a PRME Regional Meeting

A. Value for Hosts

PRME Regional Meetings provide an opportunity to work with and adapt the Six Principles of PRME into a local context. Each PRME Regional Meeting is unique because it centers on region-specific issues, facilitating growth of the PRME community and helping deepening the understanding of sustainability and responsible management education issues. In that sense, participants are able to share and learn about PRME, UN Global Compact and SDGs; network and meet with colleagues, practitioners and representatives of business, government and NGOs to collaborate, partner and take the sustainability agenda forward.

By hosting a PRME event, organizing institutions can gain value in the following ways:

- Demonstrating leadership of the host, organizers, Chapters and speakers, which validate and promote the work done by the school, professors and students as drivers of PRME in the community.
- Gaining visibility within the community and beyond, which, in turn, might provide support to PRME-related initiatives.
- Helping to internally align/embed the Six Principles for Responsible Management Education within the institution.
- Providing visibility of the Six Principles within the institution will also appeal to future professors and students.
- Raising awareness around the work of PRME Chapters and Global Compact Local Networks, as well as the resources that they provide which can become a competitive advantage for PRME institutions.

“It shows our own deep commitment. It sends a clear message about our bet to the rest of participants.” – *Jose Luis Fernandez Fernandez and Anna Bajo Sanjuan, Comillas Pontifical University, ICAI, ICADE, Spain*

“It is an opportunity to showcase your schools amongst potential attendees, stakeholders and other members of the community as a supporter of PRME. It also sends a positive signal to employees of the school.” – *Heike Brost, Frankfurt School of Finance & Management, Germany*

B. Objectives of the Meetings

PRME Regional Meetings have the following objectives:

- Provide a regional forum for peer learning, the exchange of good practices and action-oriented discussions on Responsible Management Education and sustainability.
- Reflect and create solutions in support of the SDGs.
- Raise awareness about PRME and UN Global Compact.
- Expose administration, faculty, students and other stakeholders to innovative sustainability practices from academic and practitioner perspectives.
- Help to recruit more signatories in the region.
- Help to increase the signatories' quality of engagement by promoting and presenting teaching materials, research, and other PRME resources (on SIP reporting, etc.).
- Create or further develop PRME Chapters in the region.
 - Discuss the creation of a PRME Chapter
 - Further identify activities and define governance of existing PRME Chapters
 - Have PRME Chapter working sessions
 - Further strengthen the relationship between PRME Chapters and Global Compact Local Networks
 - Highlight region-specific SDG issues and initiatives
 - Promote multi-stakeholder action on support of the SDGs
- Provide opportunities to highlight the outcomes of the work of PRME networks (Chapters, Working Groups and Champions).
- Further scale up the regional PRME community through dialogue and partnership, including connecting with key local stakeholders (business, NGOs, government representatives).



C: Eligibility & Process

PRME signatories need to fulfill certain criteria in order to be eligible to host Regional Meetings. Potential hosts must:

- Be an “Advanced” PRME Signatory (Advanced PRME Signatories are those that are in compliance with the SIP policy as well as make a contribution to the Annual Service Fee).
- Have support from their peers as a recognised and well-established institution.
- Commit to host an inclusive and high quality event, adhering to the priorities and inputs of the PRME Secretariat and the PRME Chapter main governance bodies (e.g. Chair, PRME Chapter Advisory Committee, etc.); and fulfilling the criteria and timelines indicated in this Guide.

If the PRME Regional Meeting is hosted by more than one signatory, all signatories have to comply with these items.

Interested signatories are required to submit a proposal (using [this application form](#)) to the relevant PRME Chapter Chair/Coordinator, which will be brought up for discussion and agreement during the following Chapter meeting. If there is no PRME Chapter present in the region, the proposal should be sent to Ms. Florencia Librizzi, Senior Manager, Legal and Policy, PRME Secretariat at librizzi@unglobalcompact.org.

D. Host Institution Responsibilities

Host institutions are asked to take on the following responsibilities:

- Liaise with the PRME Secretariat to obtain permission to use the PRME logo and branding for the event.
- Provide an appropriate venue for the event.
- Create a conference website and manage registration in a timely and smoothly manner.
- Develop an agenda in consultation, with the PRME Secretariat, PRME Chapter governance bodies and co-convenor(s).
- Connect with previous hosts for advice and outreach.
- Secure speakers and potential sponsors.
- Secure participation of Global Compact Local Network/s, LEAD companies, businesses, government and NGO representatives.
- Provide the PRME Secretariat with a complete participant list 3-7 days prior to the event.
- Follow up with participants whose annual fees and/or SIP reports are overdue (based on PRME Secretariat input) and encourage them to take action in that regard.
- Arrange logistics from registration to outreach.
- Provide travel and accommodation for one to two representatives of the PRME Secretariat and, if possible to keynote or panel speakers.
- Organize and cover the cost of at least one meal and a networking event for all participants.
- Arrange local transportation needs.
- Report back to the PRME Secretariat on a regular basis (every 1-2 months) or whenever requested with updates.
- Conduct due diligence on all potential sponsors in order to safeguard the reputation and integrity of the UN Global Compact, PRME Secretariat and institution.
-

In addition, host institutions should consider the following:

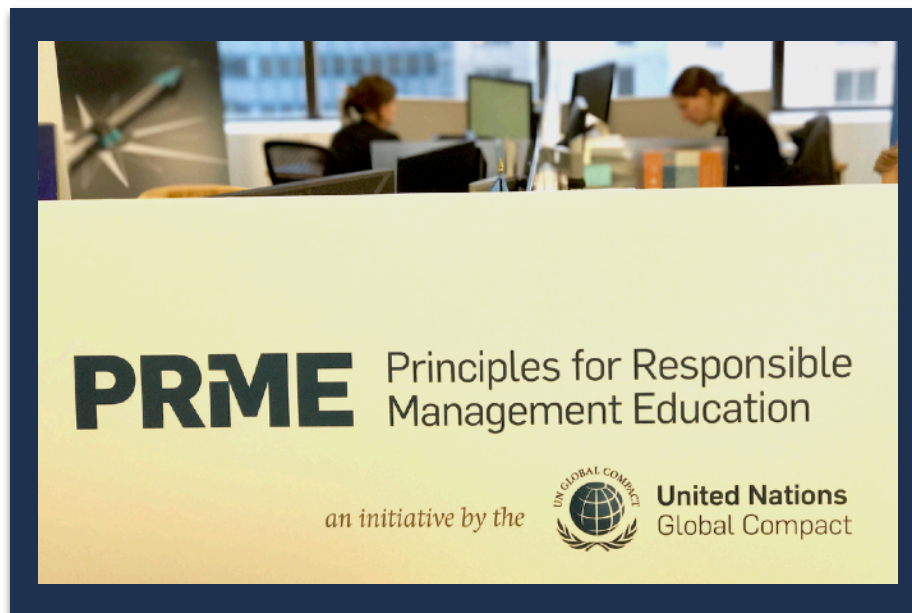
- Arranging for lodging close to venue.
- Offering tours in the area that relate to issues addressed at the event.
- Providing additional meals for participants.

“We believe that it is important for us to be able to spread in the country and the region PRME principles between educational institutions.” – *Consuelo Garcia de la Torre, EGADE Business School, Mexico*

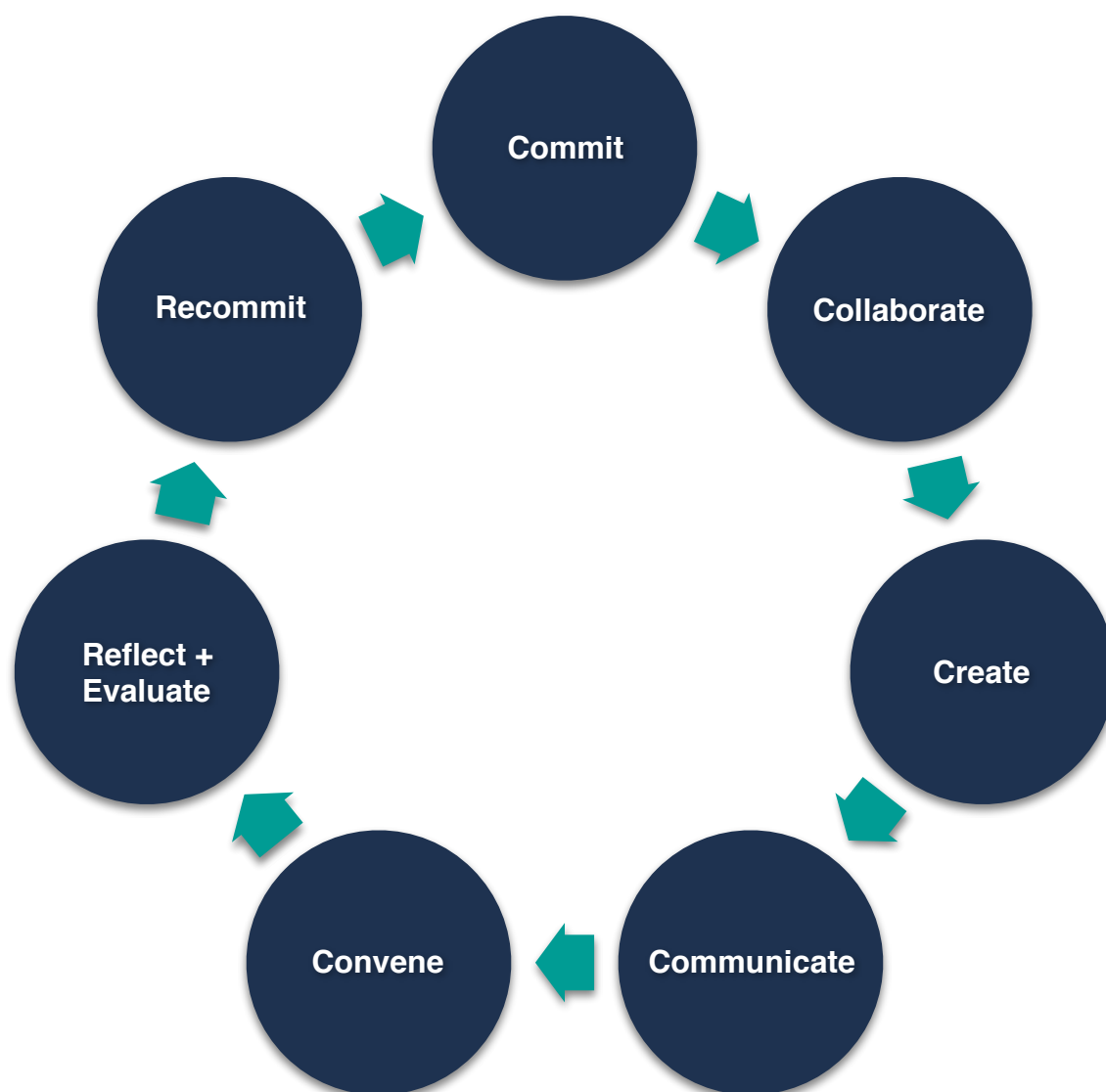
E. PRME Secretariat Support

In support of the PRME Regional Meeting, the PRME Secretariat assists in the following areas:

- Ensure alignment with the PRME initiative.
- Provide input into event and agenda design.
- Grant the use of the PRME logo, name and brand affiliation to the event in accordance with the PRME Logo Policy.
- Appoint PRME representatives to participate in the event (if cost covered by host institution).
- Make introductions and connections when necessary, between the host institution and the relevant Global Compact Local Networks as well as PRME Working Groups and other PRME partners.
- Help promote the event through its media channels and custom invitations.
- Coordinate with Greenleaf Publishing, the preferred publishing partner that provides printed resources to PRME Regional Meetings, upon request.



IV. Planning a PRME Regional Meeting — the Seven Stages



Step 1: COMMIT

As you start thinking about hosting a PRME Regional Meeting, we encourage you to consider critically why you want to host and what you would like to achieve by doing so. To help guide you in the process, listed below are some aspects that are worth considering:

- **Leadership commitment:** The highest executive and authorities of your institution should be committed to hosting the event and provide necessary support (e.g. strategic, financial, logistical, capacity support)
- **Clear objectives and targets:** Set clear objectives and goals, including what is the desired outcome for the event and what would you like participants to take away from the experience
 - Bear in mind the PRME Strategic Priorities (e.g. SDG alignment, multi-stakeholder collaboration, etc.)
 - Identify objectives for the overall event and for each session
 - Identify targets for the event:
 - Participation targets (e.g. Global Compact Local Networks of your region, number of participants and guest speakers from students, business, government, civil society, etc.)
 - Recruitment targets in support of the PRME Chapter growth targets (e.g. How many new signatories you are planning to engage through this meeting)
 - Identify other possible targets (e.g. creating a Chapter, proposing new activities, launching new deliverables, etc.)
- **Duration of the event:** Most PRME Regional Meetings take place over one and a half or two days and may occur within or adjacent to a larger event such as an academic conference or board meeting
- **Timeline:** Planning the event, including setting a date and location, establishing an organizing committee, etc. should start 9-12 months beforehand. Find a full overview of the suggested timeline at the end of this document.

“We chose to host the 3rd PRME MENA Regional Forum to enhance values of sustainability and corporate citizenship into the core strategy and daily operations of the businesses in the MENA region. By hosting the regional meeting, we intended to promote a new approach in education that meets the new needs and expectations of the business world and the demands of a new generation of students with regards to sustainability and good corporate citizenship.” – *Eappen Thiruvattal, University of Dubai, United Arab Emirates*

“It (Regional Meeting) was GCU's way of signaling its deep commitment to responsible management education, our desire to work with like-minded individuals and institutions throughout the United Kingdom and Ireland.” – *Alec Wersun, Glasgow Caledonian University, United Kingdom*

- **Budget:** There are many costs that must be considered in the budget, including:
 - Securing a venue if the event cannot be hosted on campus
 - Catering for the event
 - Flight and accommodation for one or two representatives of the PRME Secretariat has to be included in the host budget. It is also recommended that hosts provide this service to keynote or panel speakers
 - Banners if applicable
 - Attendees are expected to pay for their own transportation and lodging
- **Registration fee:** Generally, no PRME Regional Meeting registration fee should be required. Exceptionally, PRME Regional Meetings can include a cost-covering event fee or one that produces small revenue if the fee is affordable and ensures inclusiveness. In such cases, the host must send a fee proposal to the PRME Secretariat explaining the rationale of the fee, which the PRME Secretariat will review.
- **Sponsorship:** Hosts can cover the cost of events through support or sponsorship from companies and foundations. Sponsorships are a valuable asset to your event as they can open new channels of communication and recognition. Due diligence on potential sponsors is considered to be the host institution's responsibility.

Step 2: COLLABORATE

Hosting a PRME Regional Meeting is a team effort that engages many individuals and groups across the PRME community. We have witnessed various approaches that ensure strong outcomes for the event. Below are some good practices and practical recommendations:

- **Institutional support:** Institutional leadership support in the form of interest, input and communication from the Highest Executives (President, Dean, Provost), among faculty, students and the greater community is great way to raise awareness. The presence of the Highest Executive and a strong faculty presence at the event will help drive commitment to sustainability, further advance the PRME Chapter and its projects and offer relevant academic resources and knowledge.
- **The organising team at the host institution:** The size of the group organising the event will vary depending on the size of the host institution as well collaborations with other institutions, groups etc. In order to stay within the specified timeline, responsibilities should be allocated early on. Establish a number of “stocktaking” meetings in order to assess the work in progress, identify any possible gaps and request inputs from the PRME Secretariat.
- **PRME Secretariat:** Host institutions have to be receptive of the inputs from the PRME Secretariat in order to organise a coherent event that builds on main strategic priorities and past conversations of the Chapter.
- **Previous hosts and PRME Chapter Chair and governance:** Previous hosts can provide support and information when planning a PRME Regional Meeting. They are able to contribute with lessons learnt and offer recommendations on how hosts can build on previous discussions in order to link the work that is being done within the region. Furthermore, the PRME Chapter Chair and members of the PRME Chapter Steering or Advisory Committee members should be very engaged in the process. As very knowledgeable individuals on PRME issues and the local context of implementation of PRME will provide key inputs and support to help with outreach of the event.
- **Leveraging PRME partners:** Hosts can reach out to PRME partners, such as AIM2Flourish and Giving Voice to Values (GVV), to offer them speaking roles, thus, providing in-depth knowledge to the topics discussed at PRME Regional Meetings.
- **Connecting with other relevant people within the PRME community:** PRME Regional Meetings should be inclusive to all PRME signatories and other institutions within the region that are committed to responsible management education (RME) and wish to learn more. Most regional events also welcome individuals and speakers beyond the region.



1st PRME Forum ASIA, November 2010
Kyung Hee University School of Management, Seoul, Korea

- **UN Global Compact Local Networks:** Having UN Global Compact Local Networks in the host country and within the region at the event can benefit hosts on several levels. Local Networks can co-sponsor the event, act as guest speakers and help to connect hosts with businesses that may be interested in participating either as speakers or audience members. This collaboration can help to further explore and advance opportunities for partnership and collective local action in support of the SDGs.
- **LEAD companies in the region:** Having local UN Global Compact LEAD companies present good practices at these events is a win-win opportunity since faculty and students appreciate learning from practitioners and businesses are also interested in highlighting good practices with professors and future leaders.
- **Partnering with local businesses:** Hosts are encouraged to partner with local businesses as they may be able to assist in funding, raise awareness and bring interesting and innovative features to the event.

"Every detail is important. The most important aspect is the institutional support and promotion of the Meeting in social media and other platforms." – *Gustavo A. Yepes López, Externado University, Colombia*

Step 3: CREATE

- **Logistics:** As a host, you have the responsibility to ensure that all essentials of the event are in order. This includes deciding on a venue, obtaining permission to use the PRME logo and branding for the event, deciding on guest speakers, logistics and transport, and more.
- **Agenda:** Working with an up-to-date agenda allows for a better overview of the tasks and resources needed to achieve your event's goals. The agenda should be reviewed by the co-convenor(s), organizing committee and the PRME Secretariat. Global issues, such as the SDGs and how they can be approached on a local level with regional priorities in mind, should be a prominent part of the agenda.
 - **Content/Themes:**
 - **SDGs, UN Global Compact and PRME Flagship Issues:** Agendas should highlight the SDGs, UN Global Compact and PRME Flagship Issues and how PRME Chapters and signatories can contribute to and benefit from them. At an appropriate time before the event, an annotated agenda should be issued in order to focus the interest of the persons attending the event.
 - **Relevant speakers:** Inviting a diverse group of relevant speakers able to provide practical approaches/solutions from various perspectives as well as credibility to the event is a must for your event.
 - **Structure:**
 - **Plenary and interactive sessions:** Many successful PRME events have often included a plenary with a recognised keynote speaker followed by highly interactive panels or collaborative roundtables.
 - **Multi-stakeholder interactive sessions:** The event can be further enriched by offering sustainability and RME experiences with multi-stakeholders.

Good Practice example: *The First Annual Babson Social Innovation Summit, "Entrepreneurial Thought and Action for Sustainable Development" (BASIS) was a one day conference and case competition held on 2 April 2016. The summit brought together university students and corporate representatives to explore how the for-profit sector can leverage social innovation and help achieve the SDGs. Speakers and facilitators participating in the summit came from diverse backgrounds and areas of work, from the United Nations to management academia to the telecommunications industry. Participants found bringing their diverse views and perspectives on a single complex issue together to be very useful. At the same time, they also realised that they had a shared commitment to empowering individuals to become change makers.*

- **Workshops:** Hands-on workshops provide very helpful and interactive sessions with resources such as the [Sharing Information on Progress Guide](#), [SDG Brochure](#) and the [PRME Transformational Model](#). A structure that has proven successful in the past is a short initial presentation followed by roundtable discussions and, finally, a report back to the plenary. The [6th PRME Regional Forum MENA](#) is a good example of this methodology.
- **Chapter session:** These sessions are dedicated to the PRME Chapter-specific agenda, including reporting progress of activities, defining governance, electing new representation, deciding where the next PRME Regional Meeting will take place, etc. More information on Chapters can be found in the [First PRME Chapter Report](#).
- **Global Compact Local Network SDG Action Plan - “Bottom Up’ Approach”:** This methodology, originally called “Bottom up approach” and launched recently as the Global Compact Local Network SDG Action Plan, focuses on increasing the potential impact of PRME Chapters and Global Compact Local Networks and helps to identify local priorities that can contribute to the advancement of the SDGs. Highlighting this approach during PRME Regional Meetings will improve awareness around this resource and the benefits it provides and will spur local collaboration among academia and business around the SDGs. There is also the opportunity to have a workshop conducted by a Local Networks representative and a PRME representative to help understand how PRME signatories can contribute to the SDGs in collaboration with the Local Networks. More information can be found [here](#).
- **Student engagement:** Student participation can add value and an alternative perspective on the issues being discussed during a Regional Meeting. One way to encourage student engagement is through PRME partners such as [Oikos](#) and [AIM2Flourish](#), competitions etc.

“It is an excellent opportunity to exchange ideas and experiences with other institutions and to integrate students and teachers in this process.” – *Norman Arruda Filho and Gabriella Pita, ISAE, FGV, Brazil*

Other activities worth considering:

- **Recognition of new PRME signatories:** Set aside time to have a ceremony to recognise new PRME signatories and hand them a certificate. Please request a new PRME signatory certificate from the PRME Secretariat when relevant. This could, for example, be done after a SIP/ Resources PRME workshop.
- **Cultural visits:** Many attendees may not be familiar with the host city of the PRME Regional Meeting. Arranging cultural visits relevant to the focus of the event can provide a deeper understanding of the issues discussed, as well as the opportunity for an “icebreaker” for attendees to become better acquainted with one another.

Good Practice example: *The 3rd PRME Regional Meeting North America, hosted by the Coles College of Business, Kennesaw State University in Atlanta, Georgia, USA, preceded their conference with inspirational site visits to the Center of Civil Rights and the Martin Luther King Jr. Museum. This provided insight into Atlanta’s history in relation to human rights and the SDGs.*

Very Important!

The Value of Gender Balance: The PRME Secretariat strongly encourages all hosts and PRME signatories to join the UN Global Compact's pledge to end all-male panels. At the 2016 Women’s Empowerment Principles Annual Event at the UN, Executive Director Lise Kingo took a pledge on behalf of the UN Global Compact stating, “This is the moment to stop making excuses and start challenging the status quo.”

“Getting attendance (for the event) that is providing sufficient incentives for people to attend. Many of our attendees were faculty members who needed a publishing outlet to justify their travel to our event. So we included paper presentations and included the proceedings of the event in a special issue of an academic journal.” – *Colin Macdonald, MacEwan University, Canada*

Step 4: COMMUNICATE

Communication is a key aspect to ensure the best possible event outcome and participation. Relevant stakeholders should be included to support the promotion of the event. Early in the process participation targets and a communication strategy should be defined.

- **PRME branding:** The PRME logo should appear on all communication documents, such as invitations, agendas etc.
- **Outreach:** All PRME signatories and potential new signatories, in addition to relevant NGOs, businesses, governments etc. within the region, should be invited to the event. Most outreach will be done by the host institution, co-sponsors and partners in the form of media coverage and direct contact (email, phone etc.)
- **Save the date:** This early communication provides insight into the main goals for the PRME Regional Meeting as well as an overview of the agenda. The PRME Secretariat will provide assistance by sending an official save the date based on the language provided by the host institution.

Save the Date Template Examples

Save the dates should include: **date, place, topic, contact information** and be **signed** the highest executive of the institution and the PRME Secretariat

- 6th PRME Regional Forum MENA
- 3rd PRME Chapter Meeting Iberian
- 2nd PRME Regional Meeting North America

- **Invitation:** This communication is sent out by the PRME Secretariat based on the language provided by the host institution once the event agenda and website are up.

Invitation Samples

- [4th PRME Chapter Meeting DACH and 3rd RME Research Conference](#)
- [3rd PRME Chapter Meeting Iberian](#)
- [6th PRME Regional Meeting MENA](#)

- **Speaker invitation:** Host institutions need to determine which and how many speakers are appropriate for the event, as well as how their messages will be appropriately differentiated and integrated. Guest speakers can be researchers, students, business owners, corporation, government and NGOs representatives, etc. We recommend that speakers receive speaker invitations approx. 4-6 months prior to the event.
- **Website:** Provide all relevant information, such as how and where to register, the agenda and practical information (e.g. visa, hotels, etc.) on your website. In addition, many Chapters have already developed their website providing information about their activities and projects. We encourage that information about upcoming PRME Regional Meetings is also included on those sites.
- **Agenda:** First, a simple agenda providing an overview should be released. Later, an annotated agenda can be provided. This should include registration, networking, tours, workshops, guest speakers etc.

Agenda Examples

The agenda should include: date, place, detailed version of topic, website for registration and agenda

- [1st PRME Regional Meeting DACH](#)
- [2nd PRME Regional Meeting North America](#)
- [2nd PRME Chapter Meeting Iberian](#)
- [6th PRME Regional Forum MENA](#)

- **Media involvement:** Often local media involvement can help provide awareness of the event through interviews, articles, etc.
- **Other useful recommendations:**
 - Visa letter for attendees/speakers
 - Visa letters should include: name of attendee, attendee position, passport number date of issue, expiration date and nationality
 - Sponsorship Package/Letter Example
 - Speaker invitations

Green Tip!

Why not go Paperless? Hosts can work towards a “green” approach to events by going paperless. This change is not only environmentally friendly, but it also lowers costs by reducing/eliminating printing. This approach will require preparation. Hosts will need to research which approach is best suited for them, such as the use of an app or meeting software. Also, attendees will need to be informed in advance on what to expect. [Find more information here.](#)

“In order to guarantee the success of the organization of such an event like the PRME Regional Meeting at USEK, boosting internal and external planning and communication is a must via, for instance, the use of social media platforms, communication materials such as high quality roll ups, screens, attractive advertisements and testimonials from previous PRME Regional Meetings hosted worldwide.” – Clémence Drouet, Holy Spirit University of Kaslik, Lebanon

Step 5: CONVENE

The big day is finally here! The event's success will depend greatly on preparation, as well as the actual development of the sessions. Find below are some recommendations:

- **Volunteers:** Faculty, administrative and student volunteers can help make the event run smoothly by providing assistance with registration, showing participants where to go, answering any inquiries, handling microphones for Q&A sessions, assisting with presentation setup, etc. It is important to have a clear division of tasks to ensure their work to be effective.
- **Appointing and briefing the Master of Ceremony (MoC):** One person with high quality speaking skills and experience should be in charge of the protocol, introductions and ensuring that the timeline is kept throughout the event. Make sure you provide clear guidance to the MoC to enable his or her to do a wonderful job.
- **Briefing speakers and moderators:** Clear instructions for speakers and moderators are key to ensure clear time slots for their contributions and coherency throughout the event. This preparation includes speaker notes or protocols with clear definition of theme, key questions to be discussed at the panel, timing, etc.



6th PRME Regional Forum Asia
Goa Institute of Management, India

“It’s always the last minute surprises that matter the most but scenarios were planned already; speaker cancellations and attendee confirmations are some of the challenges I have personally faced.” – *Akroush Mamoun, Talal Abu Ghazaleh, Jordan*

- **Logistic Note:** A logistic note should be sent by email to participants a week before the event including with most relevant information (time and venue, a campus map and any other relevant information to make easier they visit).
- **Registration:** Providing a smooth registration process, helping with logistical information and providing name tags for participants is crucial.
- **Table with brochures:** Having a table or a booth with relevant brochures, books, etc. is a good way to increase awareness and knowledge of the issues presented at the event. One supplier could be Greenleaf Publishing, who has worked with the PRME Secretariat over several years. This is also a good opportunity for sponsors to promote their brand/products.
- **Translation:** Often translation is necessary. In that case, hosts are encouraged to hire a translator and request speakers to provide their papers in advance to facilitate the live translation.
- **Minutes:** It is important to have a few people (potentially volunteers) who records the minutes of the event (speakers, sessions, workshops etc.) as this allows you better evaluate the process and outcomes.
- **Lunch/meals:** Usually host institutions provide meals during the event. This can be an opportunity to involve local business owners (restaurants, etc.) that work with locally sourced produce and/or sustainability to supply and potentially sponsor the event.

Interactive Tip!

The academic world is a social place. Try using Social Media! *Taking advantage of social media is a good way to highlight your event. We encourage hosts to create a hashtag (e.g. #PRMEMENA) to be communicated to participants as the event starts. Volunteers or a communications person can be tasked to tweet and post updates both during and directly after the event. Don't forget to notify the PRME Secretariat of the name!*

Once the event is over (or as soon as possible and no later than a week after closure of the event), a follow-up email should be sent to both participants and the PRME Secretariat with:

- A full list of participants (some participants may not wish to have their information shared and this must be respected)
- Photos of the event
- Presentation slides and other relevant information.

News Item Examples

The host institution should prepare a news item for the PRME Secretariat (approx. 1 page) for publication on the PRME website and other media outlets. We encourage host institutions to prepare a draft news item before the event. The news item should include: **date, place, PRME Chapter information, detailed description of topic, workshop/session goals and outcomes**

Here are some examples of news items:

- [13th PRME Chapter Meeting Brazil introduces partnership with PRME Chapter LAC to improve corruption and sanitation in Latin America](#)
- [PRME Chapter North America \(USA and Canada\) successfully hosts 3rd PRME Chapter Meeting North America, celebrating the establishment of the North American Chapter](#)
- [PRME Chapter DACH hosts successful Chapter Meeting – Highlighting SDGs and strengthening collaboration with Global Compact Network](#)

Step 6: REFLECT & EVALUATE

- **Achievement of objectives and targets:** Hosts need to gather information on whether the objectives and targets set during the preparation of the event were achieved and report back to the PRME Secretariat not later than two weeks after the event. This includes participation numbers, such as number of attendees, country/region of precedence, position, (business owner, student, faculty etc.), etc.
- **Performance measurements:** Measuring performance will provide insight into which elements of the event were successful and which need to be improved/removed for the next event. It is essential to get feedback from the participants, guest speakers, partners etc., which can be achieved through a short survey to all involved in the event. This assessment is key not only for your event, but also for the success of future PRME Regional Meetings.
- **Intended outcomes vs. actual outcomes:** Comparing intended outcomes versus actual outcomes will enable PRME Chapters and the PRME Secretariat to measure the effectiveness of PRME Regional Meetings, as well as to identify “gaps” to address for future events.
- **Measurement grid:** A completed measurement grid, found below, will be required before and after the event. The grid includes:
 - An overview of targets and whether they were achieved, SDG incorporation, Global Compact Local Network participation, LEAD company involvement, PRME Chapter session outcomes, etc.

“I would recommend that future hosts plan very early so they are able to get the commitment of the GC Local Networks and top level academicians in their region. The more involved the other institutions are in the planning stage, the greater is the likelihood for participation.” – *Andrea Santiago, De La Salle University, Philippines*

“It was a quite fulfilling experience to realise how large Asia is. However, the diversity of cultures in the Asia Pacific region was somewhat overwhelming and we learned from several mistakes.” – *Mitsuhiro Umezu, Keio University, Japan*

Step 7: RECOMMIT

One way in which host institutions can continue to contribute to the development of PRME Chapters and the implementation of the Six Principles is by recommitting to support PRME Regional Meetings. This can be done by continued involvement once the event is over through collaboration with future hosts, providing them with information and data collected during the event hosted. You are also encouraged to continue attending – and invite colleagues to attend – these events, helping with outreach and raising awareness around future PRME Regional Meetings. You may even wish to participate as a speaker at future events. Previous hosts can also act as an “advisory committee” that provides input in areas such as agenda, speakers, etc.



*4th PRME Regional Meeting LAC, October 2015
Externado University of Colombia, Bogotá, Colombia*

V. Checklists and Resources

A. Before the Event

- ☐ **Schedule a call with the PRME Secretariat and engage with your respective Chapter for advice**
- ☐ **Set clear objectives and targets**
- ☐ **Set timeline**
- ☐ **Set budget**
- ☐ **Set date and location**
- ☐ **Establish organizing committee**
- ☐ **Decide on collaborations**
- ☐ **Schedule cultural visits (if relevant)**
- ☐ **Set agenda with PRME Secretariat**
- ☐ **Provide PRME Secretariat with save the date information**
- ☐ **Establish website**
- ☐ **Invite Local Networks as speakers or participants**
- ☐ **Make PRME Secretariat travel arrangements**
- ☐ **Contact speakers**
- ☐ **Appoint Master of Ceremony**
- ☐ **Search for volunteers (e.g. registrations, handing microphone to participants during Q&A session, etc.)**
- ☐ **Contact sponsors (if relevant)**
- ☐ **Check with photographer (if relevant)**
- ☐ **Arrange for catering/meals**
- ☐ **Create seating chart (if relevant)**
- ☐ **Arrange for translation (if relevant)**
- ☐ **Set table/booth with brochures**
- ☐ **Set up event “hashtag” for social media**

B: During the Event

- ☐ **Provide translations (if relevant)**
- ☐ **Take minutes**
- ☐ **Update social media outlets with “hashtag”**
- ☐ **Inform participants of relevant event changes/updates**

C: After the Event

- ☐ **Send follow-up email to participants**
- ☐ **Fill out Measurement Grid & submit to PRME Secretariat**
- ☐ **Submit news item to PRME Secretariat**
- ☐ **Submit full list of participants including their names and titles**
- ☐ **Provide any additional input to the PRME Secretariat**

D. Timeline

9-12 months before	4-6 months before	3 months before	1 month before	1 week before	After Event
Preliminary phone call with PRME Secretariat	Provide draft of the agenda	Provide copy of final annotated agenda	Collect submitted documents from speakers for distribution/publication	Send full list of registrants to PRME Secretariat	Schedule wrap-up meeting and discuss follow up items
Set date and location and start with outreach measures	Provide text for the invitation	Make travel arrangements for the PRME Secretariat representatives (flights, hotels, etc.)	Provide speakers, moderators and Master of Ceremony with clear indications for their roles	Evaluate response list and determine if any follow-up-calls/emails need to be made	Follow up with PRME Secretariat – full list of participants, summary, presentations etc.
Establish organising committee (with support of the Chapter)	Invite speakers (w/ deadline for submission of documents/articles)	Check with photographer for availability (if relevant)	Send update of registrants to PRME Secretariat	Create a seating chart (if relevant)	Follow-up email to participants – participants lists, photos and other relevant info
Provide text for save-the-date	Create event website	Finalise menu selections	Give the last push for outreach to ensure fulfillment of target participation		Send event summary/ news item
Contact the Global Compact Local Networks in your region	Put a lot of emphasis in outreach	Contact speakers to discuss event – equipment needs, style of lecture etc.			

E. Measurement Grid

Target Overview	Participants (number)*	Target		Actual	
	Speaker(s)	Name & Profession			
	New PRME signatories gained	Target		Actual	
SDGs		Were the SDGs highlighted?	YES/NO	Which SDGs were in focus?	
		Good practice examples?			
Bottom Up Approach [See page 19]		Was it highlighted?	YES/NO	Was there a workshop?	YES/NO
PRME Stakeholders	Global Compact Local Networks	Participant?	YES/NO	Speaker?	YES/NO
	LEAD Company	Resource highlighted?	YES/NO	Speaker?	YES/NO
	Business	Participant?	YES/NO	Speaker?	YES/NO
	Students	Participant?	YES/NO	Speaker?	YES/NO
Chapter	Activities	Report on existing activities			
		Follow-up on existing activities			
		Identified new activities			
	Governance	Decisions			

F. The Six Principles of PRME

As institutions of higher education *involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission. We will report on progress to all our stakeholders and exchange effective practices related to these principles with other academic institutions:*



Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 6 | Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students.

SUSTAINABLE DEVELOPMENT GOALS

