

# ASPIRE™

Consulting and Training Ltd.

5 Day Certificate in

Corporate Social Responsibility and Creating Events:

Aligning Business Objectives with Social Impact

JW Marriott

4 Sukhumvit Road, Khwaeng Khlong Toei, Bangkok – 23<sup>rd</sup> – 27<sup>th</sup> October 2023

ASPIRE™  
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# INTRODUCTION TO ASPIRE

Aspire Consulting and Training Ltd is committed to providing results driven and innovative learning solutions adding true value to all customers to support their growth in people, processes and performance.

Aspire specialises in global consulting and learning, working with multi-national organisations and government departments across the world. We have a reputation for providing high quality bespoke and accredited programmes for our customers to support their leadership teams, strategic thinking and wide range of learning and development programmes to ensure their people are at the forefront of their sectors.

Aspire is a trusted partner to many leading organisations both in the UK and internationally. our focus on ensuring your organisation understands the return on investment it should achieve from the programmes we deliver is paramount to the success of our future relationships with all our customers.

Our unique approach to designing bespoke learning and development solutions for our customers enables us to design, in conjunction with experts in that field, a truly tailored solution that maximises your return on investment. We believe that 'one size fits no one' when designing impactful courses that are focussed on changing the behaviours of individuals to impact on business results/performance.

We deliver a vast number of training programmes with a small selection below to offer a flavour of what we do:

- Becoming Management Material
- Strategic Leadership
- The Art of Influence and Negotiation
- Sales, Marketing and Branding
- Improving the Customer Experience
- Developing a Strategic Business
- Digital Business
- Lean Process Improvement
- Project Management
- Crisis and Risk Management

Below are several organisations we are currently or have supported with their development:

- The Environment Agency
- UNICEF
- Ministry of Transport Vietnam
- Jaguar Land Rover
- Total Cambodia
- Maybank
- Exxon Mobile
- Ministry of Education Oman
- Western Digital
- Malaysian Airways

Our experience and knowledge of different industry sectors offers us a unique position when working with our clients, as we can explore the true heart of the business and build our relationship, your people and your business in a dynamic and proactive way.

# PURPOSE OF THE PROGRAM

The "Corporate Social Responsibility and Creating Events: Aligning Business Objectives with Social Impact" workshop is a comprehensive 5-day program that aims to provide participants with the knowledge, skills, and practical tools to effectively integrate CSR initiatives into event planning and execution.

The workshop explores the importance of CSR in today's business landscape, the role of events in promoting social responsibility, and the strategies to create meaningful and impactful CSR events. Participants will learn how to align business objectives with CSR goals, design event strategies, plan and execute CSR events, assess their impact, and ensure sustainability and continuous improvement.

The purpose of the "Corporate Social Responsibility and Creating Events" workshop is to provide participants with a comprehensive understanding of CSR and its significance in the business world. The workshop aims to demonstrate how events can be leveraged as a platform to promote social responsibility and create meaningful impact.

Participants will learn to align business objectives with CSR goals, design effective event strategies, plan and execute CSR events, assess their impact, and ensure sustainability and continuous improvement. By the end of the workshop, participants will have the knowledge and skills to integrate CSR initiatives into event planning and execution, ultimately driving positive social change while fulfilling business objectives.



# ABOUT THE PROGRAM

## ORGANISATIONAL IMPACT

The "Corporate Social Responsibility and Creating Events" workshop can have several positive impacts on an organization, including:

- 1.Enhanced Corporate Social Responsibility
- 2.Improved Event Planning and Execution
- 3.Strengthened Stakeholder Engagement
- 4.Positive Brand Reputation
- 5.Measurable Social Impact
- 6.Long-term Sustainability

Overall, the workshop can have a transformative effect on organizations by aligning their business objectives with social impact, improving event planning and execution, enhancing stakeholder engagement, and fostering a positive brand reputation through CSR initiatives

## PERSONAL IMPACT

Attending the "Corporate Social Responsibility and Creating Events" workshop can have several personal impacts on individuals, including:

- 1.Expanded Knowledge and Skills:
- 2.Increased Awareness and Consciousness
- 3.Enhanced Networking Opportunities
- 4.Professional Growth and Advancement
- 5.Personal Fulfilment and Purpose

Overall, attending the workshop can lead to expanded knowledge, increased awareness, valuable networking opportunities, professional growth, and a sense of personal fulfilment, all of which can have a significant positive impact on individuals attending the workshop.

# ABOUT THE PROGRAM

## Objectives:

1. Define the concept of Corporate Social Responsibility (CSR) and explain its relevance to modern businesses.
2. Discuss the potential role and impact of events in promoting social responsibility and sustainability.
3. Examine successful case studies of events that have effectively aligned business objectives with social impact.
4. Identify key strategies and techniques for incorporating CSR principles into the various stages of event planning, including concept development, logistics, and execution.
5. Explore methods for measuring and evaluating the social impact of events, including the identification of appropriate metrics and indicators.
6. Engage participants in interactive activities and group discussions to stimulate critical thinking and idea generation related to CSR and event planning.
7. Provide practical tools and resources that participants can utilize in their own organizations to integrate CSR into event management practices.
8. Encourage participants to develop action plans for implementing CSR initiatives within their respective organizations or event planning roles.
9. Facilitate networking opportunities among participants to foster collaboration and the exchange of experiences, challenges, and best practices.
10. Inspire and motivate participants to become advocates for CSR within their organizations and the broader business community.

Implementing the workshop's aims and objectives on "Corporate Social Responsibility and Creating Events: Aligning Business Objectives with Social Impact" can bring several benefits to a company. These include:

1. Enhanced brand reputation and differentiation.
2. Increased customer loyalty and attraction of socially conscious consumers.
3. Improved employee morale, engagement, and retention.
4. Attraction and retention of top talent.
5. Competitive advantage through a genuine commitment to CSR.
6. Stronger stakeholder relationships and support.
7. Risk mitigation through proactive ESG management.
8. Encouragement of innovation and creativity within the organization.

By aligning business objectives with social impact through event planning, companies can establish themselves as socially responsible entities, attract customers and employees who share their values, gain a competitive edge, and build stronger relationships with stakeholders. Additionally, integrating CSR practices helps manage risks and fosters a culture of innovation.

# 5 DAY COURSE OUTLINE

## Day 1

### Understanding Corporate Social Responsibility (CSR) and Event Planning

- Introduction to the workshop and facilitators
- Icebreaker activity to familiarize participants
- Overview of Corporate Social Responsibility (CSR) and its significance in today's business landscape
- Discussion on the benefits and challenges of implementing CSR initiatives
- Case studies showcasing successful CSR programs
- Introduction to event planning and its connection to CSR
- Exploring the role of events in promoting social responsibility
- Identifying key stakeholders and their influence on CSR events
- Group activity: Brainstorming potential CSR event ideas

## Day 2

### Designing CSR Events: Strategy and Objectives

- Recap of Day 1
- Introduction to event strategy and goal setting
- Understanding the alignment between business objectives and CSR initiatives
- Identifying the target audience for CSR events
- Group activity: Defining objectives for CSR events
- Crafting event narratives and themes for CSR initiatives
- Selecting appropriate event formats and activities
- Incorporating sustainable practices in event planning and execution
- Guest speaker session: Sharing experiences from a successful CSR event organizer

## Day 3

### Planning and Logistics for CSR Events

- Recap of Day 2
- Understanding event planning phases and timelines
- Budgeting and resource allocation for CSR events
- Venue selection and management considerations
- Group activity: Creating a sample event plan for a CSR initiative
- Event marketing and communication strategies for CSR events
- Engaging sponsors and partners for support
- Legal and compliance aspects of CSR events
- Guest speaker session: Insights from a CSR expert on event logistics and planning



# 5 DAY COURSE OUTLINE

## Day 4

### Implementing CSR Events: Execution and Impact Assessment

- Recap of Day 3
- Event production and execution best practices
- Coordinating event logistics and managing volunteers
- Incorporating social impact measurement into event planning
- Group activity: Preparing for the execution of a CSR event
- Assessing the impact and success of CSR events
- Methods for measuring social and environmental impact
- Evaluating the effectiveness of CSR initiatives against set objectives
- Case studies showcasing impact assessment in CSR events
- Workshop participants' reflections on their own CSR event plans

## Day 5

### Sustainability and Continuous Improvement in CSR Events

- Recap of Day 4
- Integrating sustainability practices into post-event activities
- Engaging stakeholders for post-event follow-up and reporting
- Strategies for building long-term partnerships for sustainable CSR initiatives
- Group activity: Developing a post-event sustainability plan
- Reviewing the workshop learnings and key takeaways
- Action planning: Translating workshop insights into individual or organizational CSR strategies
- Participant presentations: Sharing and feedback on post-event sustainability plans
- Q&A session with the facilitators
- Closing remarks and workshop evaluation



# PRICING AND DELIVERY

## Our programs

### Delivered :

- London – UK
- New York - USA
- Kuala Lumpur – Malaysia
- Cairo - Egypt
- Bangkok – Thailand

### Times

**Start** 09.00

**Finish** 17.00

5 Day program is 40 learning hours

CR170912/THAILAND/BK

## 5 Day Program per person

**GBP £ 4195.00**

- Non-residential cost
- Includes certification from AIPLD on final day
- Does not include hotel, flights and expenses
- Payment to made prior to training
- Each course will have a maximum of 15 delegates



# WHY CHOOSE US?

Some ideas come and go and some change things forever. At **Aspire**, we've incorporated the best development techniques into our training so that your people not only come away with specific skills and action plans, but often see things in a different way.

Each of our training programmes set the stage for a game-changing conversation between your people and their managers. Whether they are coming to grips with sweeping changes in the organisation or grappling with the flood of young workers, our programmes give everyone a new point of view that helps and engage like never before.



## CONTACT US

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We are fortunate to work with many different types of organisations around the world, working with many blue-chip company's and Ministerial Departments such as Education, Transport and Health in the UK, Oman, Thailand and Vietnam.

We work within manufacturing, retail travel, hospitality, finance and so many more.

So, we understand our clients needs.

