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Entrepreneur Forum – Karak with MEMCC

AMIR II Achievement of Market-Friendly Initiatives and Results

December 2005

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JORDAN AMIR II

Achievement of Market-Friendly Initiatives and Results

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Entrepreneur Forum – Karak with MEMCC
Final Report
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Abstract

The primary goal of this event is to motivate people in Karak using role models from the community; disseminate information about the financial and non-financial services that are available; and connect people who want financial and non-financial assistance with those who can provide these services.

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Executive Summary

The 6th Entrepreneurs Forum was held on 17 August 2005 at Al Hassan Cultural Centre, Karak-Jordan. The Forum was funded by USAID, organized by AMIR Program and the MEMCC. AMIR PROGRAM handled all logistics requirements and event management in cooperation with MEMCC in Amman and its center in Karak.

The launch was patronized by the Governor of Karak and attended by around 250 people from the local community and Micro Fund institutions.

The structure of the Entrepreneurs' Forum program was built to enable the attendees to take a clear understanding of the micro fund concept and activities as well as encouraging the locals to open their own businesses.

The success of this forum rested in the hands of many people and their collaborative efforts.

Forum Date

The planning phase began in June 2005 and the date was determined according to the availability of the venue.

Forum Agenda

Same Agenda of the previous forum was followed as it proved to give more time for interaction with the attendees. (Appendix A)

Venue:

The Hall was chosen for its location and capacity, as it is located in the middle of the city and has an area for the exhibition.

Forum Marketing

Street banners, posters and the word of mouth were used to promote this forum. Community outreach meetings were conducted by MEMCC and AMIR Program staff, which proved to have a greater impact on the number of attendees. In this forum, invitation cards were sent to the local public officials as well as local NGOs.

Workplan

The Conference workplan was devised and maintained throughout the planning phase of the conference (Appendix B). This workplan was revised as tasks changed or were added. The organizing committee met weekly to discuss developments and outstanding items.

Materials

All materials and presentations were provided in Arabic.

Exhibition

MEMCC extended an invitation to MFI's in Karak to participate in this forum.

Giveaways

The Forum giveaways were pens by MEMCC and notepads by the AMIR Program and were distributed with the surveys (Appendix D) and Forum's brochure at the registration table.

Master of Ceremonies

Muhannad Nawafleh was designated as the Master of Ceremonies (MC) for the Forum. He delivered the welcoming remarks, introduced and facilitated the interactive theatre, as well as the presentation.

Press/Media

The Communication Department devised and implemented a media plan for the Launch in cooperation with MEMCC. The event was covered in the major newspapers

Budget

The budget was estimated in the amount of 20543\$, but the actual figure did not exceed JD (Appendix C)

Appendix A

Entrepreneurs Forum - Jerash

Welcoming Remarks (5 minutes): MC Mohanned

- MC will welcome people to the event
- MC will explain that there are institutions here today who can help you with starting a business as well as expanding your current business.
- MC will recognize the host institution in the welcoming remarks and will thank them for their efforts in hosting this event. The MC will explain the host institution briefly to the audience
- MC will explain that there are entrepreneurs here today who have started a business and have been nationally recognized for their achievements.

Interactive Theatre Performance (30 minutes)

- Noor al Hussein Foundation Performing actors will perform.

Overview of Financial and Non-Financial Services (5 minutes):MC

- The MC will provide the audience with a brief overview of the services provided.
- He will explain that representatives from these services are here today and that you can talk to them about the services they provide.
- The MC will explain that the audience will now see two examples of services which they can use to start or expand a business
- The MC will talk about Alriyadi website.

Interview with Successful Entrepreneur (5 minutes): MC and Entrepreneur

- The MC will interview a successful entrepreneur from the host institution.
- The interview is very informal. Both MC and entrepreneur will sit on the sofa on stage and the MC will ask the entrepreneur some questions.
- The MC will ask how the entrepreneur started his/her business, how did he/she expand the business and what advice can he/she provide to the audience.

Multimedia Presentation

- Multimedia presentation of the 2002 Microentrepreneur Award Ceremony winners.
- This presentation is part of the successful entrepreneur campaign. Interviews with the winners shows the audience

End of Forum

- MC will thank people for coming and invite them to the reception.
- MC will remind people to take a minute to fill the survey.

Appendix B

6th Entrepreneurs Forum – Kerak

ID No.	Status	Task Name	Duration	Start Date	Finish Date	Assigned To
		Location and Date				
1	Done	Determine Forum location	1 day	18-Jul	18-Jul	Team
2	Done	Confirm the Forum Location		18-Jul	18-Jul	
3	Done	Determine Forum Date and Time		18-Jul	18-Jul	Team
4	Done	Confirm Forum Date and Time				
5	Done	Determine the patronage of the forum		18-Jul	18-Jul	Team
		Invitation Process				
		MEMCC VIP's Invitation				
6	Done	Determine VIPs to be invited				Saif
7	Done	Compile list of MEMCC VIPs	2 days	18-Jul		Saif
8	Done	Send VIP list to Muna				Saif
9		Prepare invitation card's text				Shereen
10		Approve text	1 day			Team
11		Print cards				Shereen
12		Receive cards				Shereen
13		Print labels				Muna
14		Send cards to MEMCC VIP	2 days			Saif
15		Insert MEMCC's VIP into MM&E	2 days			Muna
		AMIR VIPs invitation				
16	done	Compile list of VIPs (USAID, AMIR, MFIs, Subcontractors)	2 days			Muna
17		Send cards to VIPs	1 day			Muna
18		Insert USAID's VIP into MM&E	2 days			Muna
		VIP Confirmation				
19		Receive confirmation from USAID, AMIR, MFIs, Subcontractors	5 days			Muna
20		Receive confirmation of MEMCC's VIPs				

21		Send confirmation of MEMCC's to Muna				
22		Insert confirmation into MM&E				Muna
		Exhibition Invitees				
23	Done	Solicite MFIs, BDS, EPC, and local reps for people to invite	1 day			Saif
24	done	Prepare letter	1 day			
25	done	Approve letter	1 day			
26	done	Send invitations				
		Confirmation of Exhibitors				
27	pending	Receive confirmation from exhibitors				Saif
28		Follow up on exhibitors' requirements				Saif
29		Send Exhibitors' requirements to Training				Saif
30		Send confirmed list of exhibitors to Muna				Saif
31		Insert confirmed exhibitors into MM&E				Muna
		Community Outreach Meetings				
32	Done	Compile list of institutions representatives				Saif
33	Done	Schedule meeting to discuss participants involvement and pass out posters/flyers	8 days	10-Jul	18-Jul	Saif
34	Done	Determine talking points for the first meeting	8 days	10-Jul	17-Jul	Shereen
35	Done	Contact representatives for the meeting		10-Jul	18-Jul	Saif
36	Done	Conduct meetings		18-Jul	17-Aug	Saif
37		Follow up with institutions representatives		18-Jul	17-Aug	Saif
		Location/Logistics				
		Venue				training
38	Done	Compile list of potential venues				Saif
39	Done	Visit potential sites for the event				Team
40	Done	Finalize site for the event				
41	Done	Write-up a contract for venue				Tulin
42	Done	Review contract				
43		Venue Rep Sign contract				
44	Done	Itemize items at the site which could be used for the event				

45	Done	Determine if outside vendor is needed for tables				
46	Done	Determine if outside vendor is needed for chairs				
47		Reconfirm all event information with the site				
48		Set-up at the site				
		Agenda				
49	Done	Determine the agenda				Team
50	Done	Approval of agenda				
		Budget		10-Jul	20-Aug	
51		Submit actual communications costs				Shireen
52		Submit actual training costs				training
53		Determine budget for the event				
54		Send budget to component				training-Shireen
55		Approval of budget				Brad
56		Fill the estimated costs in Communication tracker				Shireen
57		Fill the estimated costs in MM&E				Muna
		Participants in the Event				
		Master of Ceremonies (MC)				Shireen
58	Done	Confirmation of MC	8 days	10-Jul	18-Jul	Shireen
59	Done	Liaise with the MC about subject content and role in event				Shireen
60	Done	Review talking points used in previous events with mc				Shireen
61	Done	Meet with MC for final review of speech and event details				Shireen
62	Done	Determine MC equipment requirements				Shireen
63	Done	Submit MC equipment requirements to Training				Shireen
64	Done	Contact equipment vendor				training
65		Prepare Purchase Order				training
66		Approve Purchase Order				Sameera
67		Receive Signed Purchase Order				training
68		Prepare Contract with equipment vendors				training

69		Sign Contract with equipment vendor				Sameera
		Successful Entrepreneur Interview				
70		Determine the entrepreneur who will participate				Saif
71		Confirmation of entrepreneur				Saif
72		Liaise with entrepreneur about subject content and role in event				Saif
73		Meet with entrepreneur for final review of speech and event details	1 day			Saif
74		Explain for entrepreneur the stage manners	1 day			Saif
		Interactive Theatre Play				Shireen
75	Done	Contact Interactive Theatre and inform them about the venue and stage				Shireen
76	Done	Confirm date and time with interactive theatre				Shireen
77		Prepare and sign contract				Shireen
78	Done	Determine equipment requirements				Shireen
79	Done	Submit equipment requirements to Training				Shireen
80		Determine who will be the person responsible for reminding Mohannad of when to stop the performance				Shireen
81		Confirm time to be at site				Shireen
		Multimedia Presentation				Shireen
82	done	Determine equipment requirements				Shireen
83	done	Submit equipment requirements to Training				Shireen
84	done	Submit Presentation to Training				Shireen
85		Inform IT about event				Training
86		Confirm with IT setup time and event's time				Training
87		Bring laptop/projector, CD to event				
88		Test presentation				
		Set Up				training
		Tables and Chairs				training
89	Done	Determine the number of tables & chairs needed for MFI/EPC/BDS displays				

90	Done	Determine the number of chairs needed for audience and stage				
91		Determine the number of tables for food				
92		Determine if additional tables & chairs need to be obtained from outside source				
		Seating Requirements				training
93		Determine the number of VIPs who will need reserved seats				
94		Determine the number of participants/speakers who will need reserved seats				
95		Finalize VIP Seating Plan				
96		Finalize reserved seats for other participants				
97		Design layout of room/exhibition				
98		Approval of layout				
99		Print labels for each BDS/Financial Services tables				
100		Print reserved seating labels				
101		Bring seating labels and BDS/Fin Services labels to event				
102		Place labels in proper places according to layout design				
103		Print badges for staff				
104		Bring badges to event				
105		Prepare registration forms				
106		Bring registration forms to event				
107		Bring note-pads to event				
108		Bring Arabic brochures to event				
		Event Materials				Shireen
		Posters				Shireen
109		Print posters				Shireen
110		Distribute posters to MFIs and BDS				
		Flyers				Shireen
111		Print flyers				Shireen

112		Distribute flyers to MFIs and BDS(distribute at the meeting)				Saif
		Street Banner				Shireen
113		Obtain approval from Municipality for hanging banners				
114	done	Obtain estimates				
115	done	Approval banner estimate				
116	done	Design banner				
117	done	Review design				
118	done	Approval of design				
119	done	Print banner				
120		Hang banner				
		Stand-up banner				
121		Bring stand -up banner to event				
		Podium Sign				Shireen
122	done	Measure podium				
123	done	Design podium sign				
124	done	Approval of sign				
125	done	Print design				
126		Hang sign				
		Giveaway Pens				Shireen
127	done	Contact MEMCC-see if they can provide pens				
128		Bring pens to Forum				
		Press and Media Coverage				Shireen
129		Photographer				Shireen
130		Obtain photographer for event				Shireen
131		Liaise with photographer about types of photos to be taken				Shireen
132		Confirm with photographer time to be at event				Shireen
		Press				Shireen
133		Determine the number of press necessary				
134		Contact press about event				Saif

135		Confirm with press time to be at event and location				Saif
136		Arrange any interviews press deems necessary				Saif
		Press Release				Shireen
137		Draft press release for event	5 days			Shireen
138		Review Press Release	1 day			Shireen
139		Approval of press release	1 day			Shireen
140		Translate press release into Arabic	2 days			Shireen
141		Approval of Arabic Version	1 day			Shireen
142		FAX press release	1 day			Shireen
		Food and Beverages				training
143	Done	Determine the vendor to provide food				
144	Done	Liaise with vendor about food requirements				
145		Prepare contract				
146		Approve contract				Sameera
147		Determine the vendor to provide beverage				
148		Prepare contract				
149		Approve contract				Sameera
150		Confirm with the vendor-amount of food and delivery time				
151		Supervise food and beverage delivery to event				
		Registration Table				
152		Obtain final confirmed list from Muna				
153		Receive survey and exhibition sheet from communications				
154		Designate employees to assist with registration				
155		Confirm time to be at event with AMIR/MEMCC				
		Setup				
156		Determine time for the setup				
157		Notify staff of setup time				
158		Arrange for transportation				
		Survey				
159		Edit Survey				

160		Reproduce Survey				
161		Bring Survey to event				
162		Distribute Survey				
163		Collect Survey				
164		Send Survey to analysis				
165		receive analysis				
		Closing File of Event				
166		Review invoices				
167		Send invoices to accounting				
168		Prepare final budget				
169		Send final budget to component				
170		Prepare final attendees list				
171		Determine a feedback meeting for the organizing committee				

Appendix C

Estimated Budget for the Karak Forum (August 17, 2005)

Category	Comments	Price (JD)	Price (USD)	AMIR	MEMCC
Venue					
Room Rental		150.00	\$211.86		\$211.86
Food/Drinks		295.00	\$416.67	\$416.67	
Tables for Exhibitors, Tables Cloths Washing and Ironing, Tables Cloths Washing and Ironing (after use), Venue Cleaning fees		46.35	\$65.47	\$65.47	
Sound Equipment/Translation					
AV Equipment Rental		775.00	\$1,094.63	\$1,094.63	
Translation fee		0.00	\$0.00	\$0.00	
Interactive Theatre					
Actors/Play		250.00	\$353.11	\$353.11	
Stage		0.00	\$0.00	\$0.00	
Mohanned	MC	100.00	\$141.24	\$141.24	
Photographer and Video					
Photographer		60.00	\$84.75	\$84.75	
video taping of event		350.00	\$494.35	\$494.35	
Press Release		128.00	\$180.79	\$180.79	
Material Reproduction					
Posters printing		0.00	\$0.00	\$0.00	
Flyers printing, Invitations Cards and Envelopes		293.25	\$414.19	\$414.19	
Note pads production		0.00	\$0.00	\$0.00	
Street Banners and related supplies (glue, brush, ropes, pens)		49.00	\$69.21	\$69.21	
Transportation					
Rental of Mini Bus for organizers		69.00	\$97.46	\$97.46	
Mileage for Dina Sabbagh		54.66	\$77.20	\$77.20	
Postage Fees (Stamps) for mailing out invitation cards		7.35	\$10.38	\$10.38	
	<i>Total Cost for Event</i>	2,627.61	\$3,711.31	3,499.45	

Appendix (D)

<ul style="list-style-type: none"> The event was good and interesting; it is possible for everybody to benefit from the loans and services. 											
A.	How did you know about this event?										
	Street banner									19	
	Posters and ads									4	
	Flyers at institutions, companies, societies									2	
	Invitation									73	
	Through friends and acquaintances									21	
B.	Are you currently running a business of your own?										
	Yes									42	
	No									75	
C.	Has this event inspired and encouraged you to start or expand your business?										
	Yes									58	
	Somewhat									48	
	Had no impact									10	
D.	Has this event added to your information regarding the opportunity to obtain business development and financial services?										
	Yes									96	
	No									19	
E1	What's the possibility of applying for a loan after this event?										
	Percentage	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	# of people	1	1	4	3	23	10	7	10	8	6
E2	What's the possibility of seeking a business development services center after this event?										
	Percentage	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	# of people	1	1	4	2	19	4	6	9	7	13

Comments:

<ul style="list-style-type: none">• Most of the projects in Karak fail. I hope nobody applies for loan.
<ul style="list-style-type: none">• A beneficial meeting with information about sources of financing in addition to displaying examples of successful businesses.
<ul style="list-style-type: none">• The borrower who opens a business should be guaranteed by a public system against any loss of failure regardless of reasons.
<ul style="list-style-type: none">• The duration of the event should be longer to accommodate the views of more participants.
<ul style="list-style-type: none">• The problem in this country if someone opens a business everybody opens the same kind of business which leads to the failure of these businesses and there should be laws limiting that.
<ul style="list-style-type: none">• We ask that Microfinance Institutions consider the actual business as a guarantee, because it is very difficult to find guarantors. In addition the interest rates should be less.
<ul style="list-style-type: none">• There should be more public awareness to reach people in remote areas.
<ul style="list-style-type: none">• Examples of unsuccessful businesses must be displayed.
<ul style="list-style-type: none">• Clarify the amount of interest rates and monthly repayment.
<ul style="list-style-type: none">• We hope that these events be conducted in Universities and Colleges.
<ul style="list-style-type: none">• Loans should be given without interest because of the fact that Islam prohibits or considers it “Riba”.