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Microentrepreneur Forum – Jerash (with MFW)

AMIR II Achievement of Market-Friendly Initiatives and Results

October 2005

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JORDAN AMIR II

Achievement of Market-Friendly Initiatives and Results

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Author’s Name: Dina Sabbagh, Chemonics International Inc.

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Entrepreneur Forums Coordinator/Manager
Enhanced Competitiveness Initiative (ECI)
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Executive Summary

The 5th Entrepreneurs Forum was held on 29 June 2005 at the Municipality Hall, Jerash-Jordan. The Forum was funded by USAID, organized by AMIR Program and the Micro Fund for Women. AMIR handled all logistics requirements and event management in cooperation with MFW in Amman and its center in Jerash.

The launch was patronized by the Head of the Municipality and attended by around 88 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 May 2005 and the date was determined according to the availability of the venue.

Forum Agenda

The agenda was slightly modified in this forum by giving more time to the interactive theater, reducing the speeches and bringing the whole program to the grassroots level. (Appendix A)

Venue:

The Municipality 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 visits were conducted by MFW which proved to have minimal effect on the attendance level. Therefore, I would strongly recommend conducting outreach meetings with local NGOs by AMIR Personnel and the involved MFI to ensure a larger number of attendees.

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

MFW extended an invitation to MFI's in Jerash and Amman to participate in this forum.

Giveaways

The Forum giveaways were pens by MFW and notepads by AMIR 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 MFI. 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 JD2,376.00. (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

Entrepreneurs Forum 29 June - Jerash

ID No.	Status	Task Name	Duration	Start Date	Finish Date	Assigned To
		Location and Date				
1	Done	Determine Forum location	1 day	31-May	31-May	Team
2	Done	Confirm the Forum Location	7 days	31-May	7-Jun	Jumana
3	Done	Determine Forum Date and Time	7 days	31-May	7-Jun	Team
4	Done	Confirm Forum Date and Time	7 days	31-May	7-Jun	Jumana
5	Done	Determine the patronage of the forum				Team
		Invitation Process	10 days	7-Jun	17-Jun	
		MFW VIP's Invitation	10 days	7-Jun	17-Jun	
6	Done	Determine VIPs to be invited	7 days	7-Jun	13-Jun	Jumana
7	Done	Compile list of MFW VIPs	2 days	13-Jun	15-Jun	Jumana
8	Done	Send VIP list to Muna				Jumana
9	Done	Prepare letter for MFW VIP	2 days	7-Jun	9-Jun	Muna
10	Done	Approve letter	1 day	9-Jun	9-Jun	
11	Done	Send letter to MFW VIP	2 days	11-Jun	13-Jun	Jumana
12		Insert MFW's VIP into MM&E	2 days	25-Jun	26-Jun	Muna
		AMIR VIPs invitations				
13	Done	Compile list of VIPs (USAID, AMIR, MFIs, Subcontractors)	2 days	11-Jun	13-Jun	Muna
14	Done	Prepare letter	2 days	7-Jun	9-Jun	Muna
15	Done	Approve letter	1 day	9-Jun	9-Jun	
16	Done	Send letter to VIPs	1 day	11-Jun	13-Jun	Muna
17		Insert USAID's VIP into MM&E	2 days	25-Jun	26-Jun	Muna
		VIP Confirmation				
18		Receive confirmation from USAID, AMIR, MFIs, Subcontractors	5 days	23-Jun	27-Jun	Muna
19		Receive confirmation of MFW's VIPs		23-Jun	26-Jun	Jumana
20		Send confirmation of MFW's to Muna		27-Jun	27-Jun	Jumana

21		Insert confirmation into MM&E				Muna
		Exhibition Invitees	10 days	7-Jun	17-Jun	
22	Done	Solicit MFIs, BDS, EPC, and local reps for people to invite	1 day			Jumana
23	Done	Prepare letter	1 day			
24	Done	Approve letter				
25	Done	Send invitations				
		Confirmation of Exhibitors	19 days	7-Jun	25-Jun	
26	Done	Receive confirmation from exhibitors		12-Jun	22-Jun	Jumana
27		Follow up on exhibitors' requirements			23-Jun	Jumana
28		Send Exhibitors' requirements to Training			23-Jun	Jumana
29		Send confirmed list of exhibitors to Muna			23-Jun	Jumana
30		Insert confirmed exhibitors into MM&E				Muna
		Community Outreach Meetings	10 days	7-Jun	17-Jun	
31	Done	Compile list of institutions representative				
32	NA	Schedule meeting to discuss participants involvement and pass out posters/flyers	3 days	20-Jun	23-Jun	Jumana
33	NA	Determine talking points for the meeting	1 day	12-Jun	12-Jun	Jumana
34	NA	Contact representatives for meeting	1 day	19-Jun	19-Jun	Jumana
35	NA	Conduct the meeting	3 days	20-Jun	23-Jun	Jumana
		Location/Logistics	30 Days	31-May	29-Jun	
		Venue	30 Days	31-May	29-Jun	Tulin
36	Done	Compile list of potential venues				
37	Done	Visit potential sites for the event				
38	Done	Finalize site for the event				
39		Write up a contract for venue				
40		Review contract				
41		Venue Rep Sign contract				
42	Done	Itemize items at the site which could be used for the event				
43	Done	Determine if outside vendor is needed for tables				
44	Done	Determine if outside vendor is needed for chairs				

45		Reconfirm all event information with the site				
46		Set-up at the site				
		Agenda	1 day	7-Jun	7-Jun	
47	Done	Determine the agenda	1 day	7-Jun	7-Jun	Team
48	Done	Approval of agenda	1 day	7-Jun	7-Jun	
		Budget	30 days	31-May	29-Jun	
49		Submit actual communications costs				Ranya
50		Submit actual training costs				Tulin
51		Determine budget for the event		14-Jun	29-Jun	
52		Send budget to component				Tulin- Ranya
53		Approval of budget				Brad
54		Fill the estimated costs in Communication tracker				Ranya
55		Fill the estimated costs in MM&E				Muna
		Participants in the Event	25 days	31-May	24-Jun	
		Master of Ceremonies (MC)				Ranya
56	Done	Confirmation of MC				Ranya
57	Done	Liaise with the MC about subject content and role in event	1 day	26-Jun	26-Jun	Ranya
58		Review talking points used in previous events with mc	1 day	26-Jun	26-Jun	Ranya
59		Meet with MC for final review of speech and event details	1 day	26-Jun	26-Jun	Ranya
60	Done	Determine MC equipment requirements				Ranya
61	Done	Submit MC equipment requirements to Training				Ranya
62		Contact equipment vendor				Tulin
63		Prepare Purchase Order				Tulin
64		Approve Purchase Order				Sameera
65		Receive Signed Purchase Order				Tulin
66		Prepare Contract with equipment vendors				Tulin
67		Sign Contract with equipment vendor				Sameera
		Successful Entrepreneur Interview	18 days	31-May	17-Jun	Jumana

68	Done	Determine the entrepreneur who will participate				Jumana
69	Done	Confirmation of entrepreneur				Jumana
70	Done	Liaise with entrepreneur about subject content and role in event				Jumana
71		Meet with entrepreneur for final review of speech and event details	1 day	29-Jun	29-Jun	Jumana
72		Explain for entrepreneur the stage manners	1 day	29-Jan	29-Jun	Jumana
		Interactive Theatre Play				Ranya
73	Done	Contact Interactive Theatre and inform them about the venue and stage				Ranya
74	Done	Confirm date and time with interactive theatre				Ranya
75	Done	Prepare and sign contract				Ranya
76	Done	Determine equipment requirements				Ranya
77	Done	Submit equipment requirements to Training				Ranya
78	Done	Determine who will be the person responsible for reminding Mohannad of when to stop the performance				Ranya
79		Confirm time to be at site	1 day	28-Jun	28-Jun	Ranya
		Multimedia Presentation	20 days	7-Jun	27-Jun	Ranya
80		Determine equipment requirements				Ranya
81		Submit equipment requirements to Training				Ranya
82		Submit Presentation to Training				Ranya
83		Contact IT for installation				Ranya
		Set Up	10 days	7-Jun	17-Jun	Tulin
		Tables and Chairs				Tulin
84	done	Determine the number of tables & chairs needed for MFI/EPC/BDS displays			23-Jun	Jumana
85	done	Determine the number of chairs needed for audience and stage			23-Jun	Jumana
86	done	Determine the number of tables for food			23-Jun	Jumana
87		Determine if additional tables & chairs need to be obtained from outside source			23-Jun	Jumana

		Seating Requirements	22 days	7-Jun	29-Jun	Tulin
88		Determine the number of VIPs who will need reserved seats				
89		Determine the number of participants/speakers who will need reserved seats				
90		Finalize VIP Seating Plan				
91		Finalize reserved seats for other participants				
92		Design layout of room/exhibition				
93		Approval of layout				
94		Print labels for each BDS/Financial Services tables				
95		Print reserved seating labels				
96		Bring seating labels and BDS/Fin Services labels to event				
97		Place labels in proper places according to layout design				
		Podium	1 days	31-May	31-May	
98	done	Determine if venue has a podium				
		Event Materials	30 days	31-May	29-Jun	Ranya
		Posters				Ranya
99	Done	Print posters	1 day	20-Jun	20-Jun	Ranya
100	Done	Distribute posters to MFIs and BDS	3 days	20-Jun	23-Jun	Jumana
		Flyers				Ranya
101	Done	Print flyers	5 days	13-Jun	19-Jun	Ranya
102	Done	Distribute flyers to MFIs and BDS(distribute at the meeting)	3 days	20-Jun	23-Jun	Jumana
		Street Banner				Ranya
103	done	Obtain approval from Municipality for hanging banners				
104		Obtain estimates				
105		Approval banner estimate				
106	done	Design banner				
107	done	Review design				

108	done	Approval of design				
109	done	Print banner				Jumana
110		Hang banner	4 days	26-Jun	29-Jun	Jumana
		Podium Sign				Ranya
111	done	Measure podium				
112	done	Design podium sign				
113	done	Approval of sign				
114	done	Print design				
115		Hang sign				
		Giveaway Pens				Ranya
116	Done	Contact MFW-see if they can provide pens				
117		Bring pens to Forum	1 day	29-Jun	29-Jun	Jumana
		Press and Media Coverage				Ranya
118		Photographer	1 day	23-Jun	23-Jun	Ranya
119		Obtain photographer for event	1 day	23-Jun	23-Jun	Ranya
120		Liaise with photographer about types of photos to be taken	1 day	23-Jun	23-Jun	Ranya
121		Confirm with photographer time to be at event	1 day	28-Jun	28-Jun	Ranya
		Jordan TV				
122		Contact Jordan TV about event coverage				Jumana
123		Confirm with Jordan TV time to be at event and location				Jumana
		Press				Ranya
124	Done	Determine the number of press necessary				
125	Done	Contact press about event				Jumana
126		Confirm with press time to be at event and location				Jumana
127		Arrange any interviews press deems necessary				Jumana
		Press Release				Ranya
128		Draft press release for event	5 days	19-Jun	23-Jun	Ranya
129		Review Press Release	1 day	23-Jun	23-Jun	Ranya
130		Approval of press release	1 day	26-Jun	26-Jun	Ranya
131		Translate press release into Arabic	2 days	26-Jun	27-Jun	Ranya

132		Approval of Arabic Version	1 day	27-Jun	27-Jun	Ranya
133		FAX press release	1 day	29-Jun	29-Jun	Ranya
		Food and Beverages	22 days	7-Jun	29-Jun	Tulin
134	Done	Determine the vendor to provide food				
135		Liaise with vendor about food requirements				
136		Prepare contract				
137		Approve contract				Sameera
138		Determine the vendor to provide beverage				
139		Prepare contract				
140		Approve contract				Sameera
141		Confirm with the vendor-amount of food and delivery time				
142		Supervise food and beverage delivery to event				
		Registration Table	12 days	17-Jun	29-Jun	Tulin
143		Obtain final confirmed list from Muna				
144		Receive survey and exhibition sheet from communications				
145		Obtain all registration materials needed at the table				
146		Designate employees to assist with registration				
147		Confirm time to be at event with AMIR/MFW				
		Setup	22 days	7-Jun	29-Jun	Tulin
148		Determine time for the setup				
149		Notify staff of setup time				
150		Arrange for transportation				
		Survey				
151		Edit Survey				
152		Reproduce Survey				
153		Bring Survey to event				
154		Distribute Survey				
155		Collect Survey				
156		Send Survey to analysis				
157		receive analysis				

		Closing File of Event	14 days	29-Jun	12-Jul	
158		Review invoices				
159		Send invoices to accounting				
160		Prepare final budget				
161		Send final budget to component				
162		Prepare final attendees list				
163		Determine a feedback meeting for the organizing committee				

Appendix C

Jerash Forum's Budget (June 29, 2005)

Category	Comments	Price (JD)	Price (USD)
<i>Venue</i>			
Room Rental		0.00	\$0.00
Food/Drinks		245.00	\$345.07
Tables for Exhibitors	14 roundtables	11.00	\$15.49
Cleaning fees	Est. 6 people (JD5 each)	30.00	\$42.25
<i>Sound Equipment/Translation</i>			
AV Equipment Rental		500.00	\$704.23
Translation fee		0.00	\$0.00
<i>Interactive Theatre</i>			
Actors/Play		250.00	\$352.11
Stage		0.00	\$0.00
Mohanned	Master of Ceremonies	100.00	\$140.85
<i>Photographer</i>			
Fee		70.00	\$98.59
Press Release		124.00	\$174.65
<i>Material Reproduction</i>			
Posters printing		235.00	\$330.99
Flyers printing		103.50	\$145.77
Note pads production		437.00	\$615.49
Street Banner		80.50	\$113.38
Banner		150.00	\$211.27
<i>Transportation</i>			
Rental of Mini Bus for organizers		40.00	\$56.34
	<i>Total Cost for Event</i>	2,376.00	\$3,346.48

Appendix (D)

Total of submitted surveys (36)	
14 Females and 22 Males	
A. How did you know about this event?	#
Street banner	11
Posters and Ads	2
Flyers at the institutions, companies, societies	2
Invitation	18
Through friends and acquaintances	6
B. Are you currently running a business of your own?	
Yes	20
No	16
C. Has this event inspired and encouraged you to start or expand your business?	
Yes	27
somewhat	9
had no impact	2
D. Has this event added to your information regarding the opportunity to obtain business development and financial services?	
Yes	36
No	0
Comments:	
<ul style="list-style-type: none"> • Must encourage newly-graduated university students to start their own business by offering them loans to be repaid based on the percentage of profit and not having to pay standard monthly instalments. • I hope there will be mutual projects between men and women to accomplish effective participation towards production and 	

accomplishments
<ul style="list-style-type: none"> • Good information regarding financing but there was no discussion about how to deal with the interest as opposed to considering it "Murabaha" which is very important
<ul style="list-style-type: none"> • There is discrepancy between what we just heard and what we hear when we approach microfinance institutions
<ul style="list-style-type: none"> • Excellent idea of this public awareness about projects that begin in Jordan
<ul style="list-style-type: none"> • I wish there are loans without guarantors as they are very hard to find and if they are found they would want you to give them at least half of their profits
<ul style="list-style-type: none"> • We hope that these events will continue throughout the Kingdom
<ul style="list-style-type: none"> • There must be more awareness to draw more participants to this very valuable event through more posters and flyers.
<ul style="list-style-type: none"> • The amount of monthly repayments must be reduced
<ul style="list-style-type: none"> • I approached the Development and Employment Fund for a loan to finance a women's exercise club but they rejected me for lack of education in this field. I eventually got a loan from a bank (with double the interest rate), and with my family's support, I was able to succeed and I am now considering expanding my business