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Microentrepreneur Forum – Aqaba

AMIR II Achievement of Market-Friendly Initiatives and Results

June 2006

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JORDAN AMIR II

Achievement of Market-Friendly Initiatives and Results

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**Microentrepreneur Forum - Aqaba
Final
June 2006**

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Executive Summary

The 7th Entrepreneurs Forum was held on 25 April 2006 at Aqaba Chamber of Commerce, Aqaba-Jordan. The Forum was funded by USAID, organized by AMIR Program and the Middle East Micro Credit Company (MEMCC). AMIR handled all logistics requirements and event management in cooperation with MEMCC in Amman and its center in Aqaba.

The launch was patronized by the Governor of Aqaba and attended by around 203 people from the local community and micro finance institutions.

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

The success of this forum rested in the hands of many people and their collaborative efforts, especially from our partners MEMCC and in particular its center in Aqaba.

Forum Date

The planning phase began in early March 2006 and the date was determined according to the availability of the venue and the preferences of MEMCC.

Forum Agenda

The same agenda of the 6th Entrepreneurs Forum was followed, which concentrates on the interactive theater and reduces the amount of speeches to bringing the whole program to the grassroots level. (Appendix A)

Venue:

Aqaba Chamber of Commerce 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. Outreach meetings were conducted by AMIR and MEMCC personnel with the local MFIs and NGOs which proved to have a great effect on the attendance level. MEMCC's Aqaba branch was of a great support to the organizing team and had a great impact in marketing the event. In this forum, invitation cards were sent to the local public officials as well as local NGOs.

Workplan

The Forum's workplan was revised and maintained throughout the planning phase of the conference (Appendix B). This workplan was updated 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 all MFIs and related NGOs in Aqaba to participate in this forum.

Giveaways

The Forum giveaways were pens and caps provided by MEMCC and notepads and paper bags provided by AMIR, which were distributed with the surveys (Appendix D) and Forum's brochures at the registration table.

Master of Ceremony

Muhannad Nawafleh was designated as the Master of Ceremony (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 in addition to the local newspapers in Aqaba.

Budget

The budget was estimated in the amount of \$10000, but the actual figure did not exceed \$9766. (Appendix C)

Appendix A

Entrepreneurs Forum - Aqaba

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

7th Entrepreneurs Forum – AQABA

ID No.	Status	Task Name	Start Date	Finish Date	Assigned To
		Location and Date			
1	Done	Determine Forum location	16-Mar	28-Mar	team
2	Done	Confirm the Forum Location	28-Mar		
3	Done	Determine Forum Date and Time	16-Mar	28-Mar	Team
4	Done	Confirm Forum Date and Time	28-Mar		
5	Done	Determine the patronage of the forum	16-Mar	28-Mar	
		Invitation Process			
		MEMCC VIP's Invitation			
6	Done	Determine VIPs to be invited	28-Mar	16-Apr	team
7	Done	Compile list of MEMCC VIPs	28-Mar	16-Apr	MEMCC
8	Done	Send VIP list to Muna	16-Apr		Sandy
9	Done	Prepare invitation card's text	28-Mar		Shireen
10	Done	Approve text	4-Apr		Team
11	Done	Print cards	4-Apr	15-Apr	Shireen
12	Done	Receive cards		16-Apr	Shireen
13	Done	Print labels		16-Apr	Muna
14	Done	Send cards to MEMCC VIP		17-Apr	MEMCC
15	Done	Insert MEMCC's VIP into MM&E			Muna
		AMIR VIPs invitation			
16	Done	Compile list of VIPs (USAID, AMIR, MFIs, Subcontractors)	28-Mar	16-Apr	Muna
17	Done	Send cards to VIPs	17-Apr	17-Apr	Muna
18	Done	Insert USAID's VIP into MM&E			Muna
		VIP Confirmation			
19	Done	Receive confirmation from USAID, AMIR, MFIs, Subcontractors			Muna

20	Done	Receive confirmation of MEMCC's VIPs			Muna
21	Done	Send confirmation of MEMCC's to Muna			Sandy
22	Done	Insert confirmation into MM&E			Muna
		Exhibition Invitees			
23	Done	Solicite MFIs, BDS and local reps for people to invite	16-Mar	28-Mar	MEMCC
24	Done	Prepare letter		29-Mar	Shireen
25	Done	Approve letter		29-Mar	Team
26	Done	Send invitations			MEMCC
		Confirmation of Exhibitors			
27	Done	Receive confirmation from exhibitors			MEMCC
28	Done	Follow up on exhibitors' requirements			MEMCC
29	Done	Send Exhibitors' requirements to Training			MEMCC
30	Done	Send confirmed list of exhibitors to Muna			MEMCC
31	Done	Insert confirmed exhibitors into MM&E			
		Community Outreach Meetings			
32	Done	Compile list of institutions representatives			MEMCC
33	Done	Determine talking points for the first meeting			Team
		1st trip to Aqaba			
34	Done	Schedule meeting to discuss participants involvement	16-Mar	27-Mar	MEMCC
35	Done	Schedule a meeting with Governor/ patronage	16-Mar	27-Mar	MEMCC
36	Done	Visit proposed venues	16-Mar	27-Mar	Team
37	Done	Visit proposed success stories	16-Mar	27-Mar	Team
38	Done	Book tickets	16-Mar	27-Mar	Tulin
39	Done	Book day-use room for staff	16-Mar	27-Mar	Tulin
40	Done	Rent a car	16-Mar	27-Mar	Tulin
41	Done	prepare per diems	16-Mar	27-Mar	Tulin
		2nd trip to Aqaba			
42	Done	Schedule a meeting to distribute posters, flyers & invitation cards	4-Apr	17-Apr	MEMCC
43	Done	Schedule a meeting with Governor/ give him invitation cards	4-Apr	17-Apr	MEMCC
44	Done	Schedule a meeting with the press	4-Apr	17-Apr	Team
45	Done	Book tickets	4-Apr	17-Apr	Tulin
46	Done	Book day-use room for staff	4-Apr	17-Apr	Tulin

47	Done	Rent a car	4-Apr	17-Apr	Tulin
48	Done	prepare per diems	4-Apr	17-Apr	Tulin
		3rd trip to Aqaba			
49	Done	Book tickets	17-Apr	24-Apr	Tulin
50	Done	Book day-use room for staff	17-Apr	24-Apr	Tulin
51	Done	Rent a car	17-Apr	24-Apr	Tulin
52	Done	prepare per diems	17-Apr	24-Apr	Tulin
		Location/Logistics			
		Venue			
53	Done	Compile list of potential venues	16-Mar	28-Mar	MEMCC
54	Done	Visit potential sites for the event	16-Mar	28-Mar	Team
55	Done	Finalize site for the event		17-Apr	Team
56	Done	Writeup a contract for venue	18-Mar	4-Apr	MEMCC
57	Done	Review contract		4-Apr	Team
58	Done	Venue Rep Sign contract		5-Apr	
59	Done	Itemize items at the site which could be used for the event	18-Mar		Dina
60	Done	Determine if outside vendor is needed for tables	18-Mar		Dina
61	Done	Determine if outside vendor is needed for chairs	18-Mar		Dina
62	Done	Reconfirm all event information with the site	18-Mar		Dina
63	Done	Set-up at the site	25-Apr		Dina
		Agenda			
64	Done	Determine the agenda			Team
65	Done	Approval of agenda			Team
		Budget			
66	Done	Submit actual communications costs	18-Mar		Shireen
67	Done	Submit actual training costs	18-Mar		Tulin
68	Done	Determine budget for the event	20-Mar		AMIR
69	Done	Send budget to component	20-Mar		
70	Done	Approval of budget			
71		Fill the estimated costs in Communication tracker			Shereen
72		Fill the estimated costs in MM&E			Muna
		Participants in the Event			

Master of Ceremonies (MC)					
73	Done	Confirmation of MC			Shereen
74	Done	Liaise with the MC about subject content and role in event			Shereen
75	Done	Review talking points used in previous events with mc			Shereen
76	Done	Meet with MC for final review of speech and event details			Shereen
77	Done	Determine MC equipment requirements			Shereen
78	Done	Submit MC equipment requirements to Training			Shereen
79	Done	Contact equipment vendor			Shereen
80	Done	Prepare Purchase Order			Shereen
81	Done	Approve Purchase Order			Shereen
82	Done	Receive Signed Purchase Order			Shereen
83	Done	Prepare Contract with equipment vendors			Shereen
84	Done	Sign Contract with equipment vendor			Shereen
Successful Entrepreneur Interview					
85	Done	Determine the entrepreneur who will participate	18-Mar		Team
86	Done	Confirmation of entrepreneur	17-Apr		MEMCC
87	Done	Liaise with entrepreneur about subject content and role in event			Shereen
88	Done	Meet with entrepreneur for final review of speech and event details			Shereen
89	Done	Explain for entrepreneur the stage manners			MEMCC
Interactive Theatre Play					
90	Done	Contact Interactive Theatre and inform them about the venue and stage	16-Mar	27-Mar	Shereen
91	Done	Confirm date and time with interactive theatre	16-Mar	27-Mar	Shereen
92	Done	Prepare and sign contract	16-Mar	27-Mar	Shereen
93	Done	Determine equipment requirements	16-Mar	27-Mar	Shereen
94	Done	Submit equipment requirements to Training	16-Mar	27-Mar	Shereen
95	Done	Determine who will be the person responsible for reminding Mohannad of when to stop the performance	24-Apr		Shereen
96	Done	Confirm time to be at site	24-Apr		Shereen
Multimedia Presentation					
97	Done	Determine equipment requirements			Team

98	Done	Submit equipment requirements to Training			Dina
99	Done	Submit Presentation to Training			Muna
100	Done	Inform IT about event			Tulin
101	Done	Confirm with IT setup time and event's time			Tulin
102	Done	Bring laptop/projector, CD to event			Dima
103	Done	Test presentation			Dina
		Set Up			
		Tables and Chairs			
104	Done	Determine the number of tables & chairs needed for MFI/EPC/BDS displays		18-Apr	Dina
105	Done	Determine the number of chairs needed for audience and stage		18-Apr	Dina
106	Done	Determine the number of tables for food		18-Apr	Dina
107	Done	Determine if additional tables & chairs need to be obtained from outside source		18-Apr	Dina
		Seating Requirements			
108	Done	Determine the number of VIPs who will need reserved seats		24-Apr	Team
109	Done	Determine the number of participants/speakers who will need reserved seats		24-Apr	Dina
110	Done	Finalize VIP Seating Plan		24-Apr	Dina
111	Done	Finalize reserved seats for other participants		25-Apr	Dina
112	Done	Design layout of room/exhibition		23-Apr	Dina
113	Done	Approval of layout		24-Apr	Team
114	Done	Print labels for each BDS/Financial Services tables		24-Apr	Dima
115	Done	Print reserved seating labels		24-Apr	Dima
116	Done	Bring seating labels and BDS/Fin Services labels to event		25-Apr	Dima
117	Done	Place labels in proper places according to layout design		25-Apr	Dima
118	Done	Print badges for staff		24-Apr	Dima
119	Done	Bring badges to event		25-Apr	Dima
120	Done	Prepare registration forms		24-Apr	Dima
121	Done	Bring registration forms to event		25-Apr	Dima
122	Done	Bring note-pads to event		25-Apr	Shereen
123	Done	Bring Arabic brochures to event		25-Apr	Shereen
		Event Materials			

		Posters			
124	Done	Print posters			Shereen
125	Done	Distribute posters to MFIs and BDS		18-Apr	TEAM
		Flyers			
126	Done	Print flyers			Shereen
127	Done	Distribute flyers to MFIs and BDS(distribute at the meeting)		18-Apr	Team
		Street Banner			
128	Done	Obtain approval from Municipality for hanging banners			MEMCC
129	Done	Obtain estimates			MEMCC
130	Done	Approval banner estimate			AMIR
131	Done	Design banner			Vendor
132	Done	Review design			Shereen
133	Done	Approval of design			AMIR
134	Done	Print banner			MEMCC
135	Done	Hang banner			MEMCC
		Stand-up banner			
136	Done	Bring stand -up banner to event			
		Giveaway Pens			
137	Done	Contact MEMCC-see if they can provide pens			Dina
138	Done	Bring pens to Forum			MEMCC
		Press and Media Coverage			
139	Done	Photographer	17-Apr	24-Apr	Tulin
140	Done	Obtain photographer for event	17-Apr	24-Apr	Tulin
141	Done	Liaise with photographer about types of photos to be taken	17-Apr	24-Apr	Tulin
142	Done	Confirm with photographer time to be at event	17-Apr	24-Apr	Tulin
		Press			
143	Done	Determine the number of press necessary			Team
144	Done	Contact press about event			MEMCC\
145	Done	Confirm with press time to be at event and location			MEMCC\
146	Done	Arrange any interviews press deems necessary			Team
		Press Release			
147	Done	Draft press release for event			Sandy

148	Done	Review Press Release			Shereen
149	Done	Approval of press release			Team
150	Done	Translate press release into Arabic			Shereen
151	Done	Approval of Arabic Version			
152	Done	FAX press release			Sandy
		Food and Beverages			
153	Done	Determine the vendor to provide food	17-Apr	24-Apr	Tulin
154	Done	Liaise with vendor about food requirements	17-Apr	24-Apr	Tulin
155	Done	Prepare contract	17-Apr	24-Apr	Tulin
156	Done	Approve contract	17-Apr	24-Apr	Tulin
157	Done	Determine the vendor to provide beverage	17-Apr	24-Apr	Tulin
158	Done	Prepare contract	17-Apr	24-Apr	Tulin
159	Done	Approve contract	17-Apr	24-Apr	Tulin
160	Done	Confirm with the vendor-amount of food and delivery time	17-Apr	24-Apr	Tulin
161	Done	Supervise food and beverage delivery to event		25-Apr	Dina
		Registration Table			
162	Done	Obtain final confirmed list from Muna	24-Apr		Dima
163	Done	Receive survey and exhibition sheet from communications	24-Apr		Muna
164	Done	Designate employees to assist with registration	20-Apr		Dina
165	Done	Confirm time to be at event with AMIR/MEMCC	24-Apr		Dina
		Setup			
166	Done	Determine time for the setup	24-Apr		Dina
167	Done	Notify staff of setup time	24-Apr		Dina
		Survey			
168	Done	Edit Survey	17-Apr	20-Apr	Dina
169	Done	Reproduce Survey			Muna
170	Done	Bring Survey to event	25-Apr		Muna
171	Done	Distribute Survey	25-Apr		Muna
172	Done	Collect Survey	25-Apr		Muna
173	Done	Send Survey to analysis	27-Apr		Muna
174		receive analysis			Muna
		Closing File of Event			

175		Review invoices			
176		Send invoices to accounting			
177		Prepare final budget			Dina & Muna
178		Send final budget to component			
179	Done	Prepare final attendees list			Muna
180	Done	Determine a feedback meeting for the organizing committee		1-May	Dina

Appendix C

Budget for the Aqaba Forum (April 25, 2006)

Category	Price (JD)	Price (USD)
<i>Venue</i>		
Room Rental	0.00	\$0.00
Food/Drinks	520.30	\$734.89
Tables rental for Exhibitors, Tables Cloths Washing and Ironing	35.00	\$49.44
<i>Sound Equipment/Translation</i>		
AV Equipment Rental	1,500.00	\$2,118.64
Translation fee (there was none)	0.00	\$0.00
<i>Interactive Theatre</i>		
Performance in Aqaba (Package)	1,038.00	\$1,466.10
<i>Photographer and Video</i>		
Photographer (included with the AV Equipment Rental)	0.00	\$0.00
Video taping of event (there was none)	0.00	\$0.00
Press Release	128.00	\$180.79
<i>Material Reproduction</i>		
Banners	90.00	\$127.12
Brochures	180.00	\$254.24
Envelopes	35.00	\$49.44
Invitation cards	75.00	\$105.93
Flyers	110.00	\$155.37
Cost of Amending Text in Brochure, Invitation and Flyer	25.00	\$35.31
Note pads production	275.00	\$388.42
Bags for stuffing the giveaways	360.00	\$508.47
10% Agency Fees	96.00	\$135.59
Posters printing (there was none)	0.00	\$0.00
<i>Costs for 2 pre-event trips and one event day trip</i>		

<i>First Trip (Dina, Seif, Sandy, Shireen)</i>		
Outside Amman/Travel Costs/Airtickets	140.00	\$197.74
Day Use Room	65.00	\$91.81
Outside Amman/Ground Transportation	100.00	\$141.24
M&IE & Transportation from/to QA Airport	268.00	\$378.53
Fuel / Petty Cash	25.00	\$35.31
<i>Second Trip (Dina, Seif, Sandy, Shireen)</i>		
Outside Amman/Per Diem/Lodging	55.00	\$77.68
Transportation from/to Queen Alia Airport and M&IE	266.92	\$377.01
Outside Amman/Travel Costs/Airtickets	320.00	\$451.98
Petty Cash - Fuel and Tippex	22.00	\$31.07
Mini Van Rental	60.00	\$84.75
<i>Event Day (Dina, Seif, Sandy, Shireen, Muna, Dima)</i>		
Outside Amman Travel Costs / Air tickets	480.00	\$677.97
2 day-use rooms	130.00	\$183.62
Renting Mini Van	95.00	\$134.18
Transportation from/to Queen Alia Airport and M&IE	400.38	\$565.51
Petty Cash - Fuel	20.00	\$28.25
Grand Total	6,914.60	\$9,766.38

Appendix D

Microentrepreneur Forum April 25, 2006 Aqaba Chamber of Commerce

**Total who submitted survey (149)
94 Females and 55 Males**

A. How did you know about this event?

Posters and Ads	23
Invitation	124
Through friends and acquaintances	38

B. Are you currently running a business of your own?

Yes	50
No	99

C. Has this event inspired and encouraged you to start or expand your business?

Yes	107
somewhat	39
had no impact	2

D. Has this event added to your information regarding the opportunity to obtain business development and financial services?

Yes	143
No	10

E1. What percentage would be the possibility that you will apply for a loan after this event?

	10%	20%	30%	40%	50%
How many people	6	1	2		3

E2. What percentage would be the possibility that you will seek business development services after this event?

	10%	20%	30%	40%	50%
How many people	7	1		3	4