Corporate Social Responsibility
Integrating Sustainability for Future Growth

08 - 12 Dec 2019, Dubai
29 Nov - 03 Dec 2020, Dubai
Introduction

This GLOMACS Corporate Social Responsibility (CSR) training seminar on provides a way for managers, professional leaders, policy makers, academic professionals and all employees to acquire in-depth insights and critical perspectives on companies’ Corporate Responsibility strategies and the knowledge to implement them. Corporate Social Responsibility aims at addressing the impact that organisations have on society, the environment and the economy. It is increasingly regarded as one of the most influential non-financial indicators of a company’s development, operating style and brand image. The business case for a tailored corporate social responsibility strategy has already been proven: increase in employee retention, efficiencies in the companies’ operations often resulting in higher quality products and/or reduced costs, sustainable growth and enhanced investor relations.

This GLOMACS training seminar on Corporate Social Responsibility will highlight:

- The reasons why every company should integrate CSR into their business operations
- Different approaches to CSR
- How to define and devise a CSR strategy for your company
- Why correctly engaging stakeholders will be key to sustainable growth within a company?
- Upcoming trends and whether or not these can fit into a company’s profile

Organisational Impact

Organisations will gain:

- A workforce able to discern long-term elements affecting the organization and act on it
- Increased employee engagement
- Operational cost savings
- Improved business operations
- Stronger relationships with the organisation’s external stakeholders
- Improved brand image and business reputation

Personal Impact

Delegates will personally gain:

- In-depth knowledge on Corporate Social Responsibility
- The ability to convey messages effectively to the right stakeholders
- Thoughtful leadership skills
- Increased skillsets in stakeholder management
- Increased recognition by the organization due to improved performance and long-term vision
- The ability to contribute to the organisation’s strategic objectives

Who Should Attend?

This GLOMACS training seminar is aimed at professionals with a leadership role or who want to be involved in CSR:

- Executives involved in strategic and operational functions
- Senior and Middle Management involved in corporate governance or change management
- HR personnel at all levels
- Corporate lawyers aiming to improve their understanding of the legal requirements and trends relating to corporate responsibility
- All personnel involved in communications, business strategy, supplier and community relations, sustainability, governmental affairs

Objectives

This GLOMACS Management & Leadership training seminar on Corporate Social Responsibility (CSR) intends to provide its participants with an in-depth knowledge of what CSR is and how to effectively apply it in their company.

At the end of this GLOMACS training seminar, you will learn to:

- Better understand the role of Corporate Social Responsibility in business strategy
- Discuss the different dimensions of Corporate Social Responsibility
- Learn how to analyse and report impact
- Develop meaningful stakeholder engagement techniques
- Devise strategic plans for their companies based on the social, economic and environmental impact of the business

Training Methodology

Participants on this GLOMACS Management & Leadership training seminar on Corporate Social Responsibility (CSR) will perfect the required skills to develop and implement CSR plans through a wide-range of instructional methods including the examination of various case studies, review of published studies, group discussions with maximum delegate participation covering current situations and practices, and finally, lecturing by an experienced practitioner.
Seminar Outline

DAY 1
Understanding Corporate Social Responsibility and its Legal Framework
• Definition
• Practical Dimension of CSR
• Business Case
• CSR as Risk Management
• Non-economic and Diversity Reporting
• Corporate Governance Codes
• Sustainability Standards and Regulations
• Voluntary Schemes

DAY 2
How to Approach Corporate Social Responsibility – Different Dimensions I
• CSR and Environmental Sustainability
• Supply Chains and Traceability
• CSR and Business Ethics
• Responsible Enterprise Restructuring
• Responsible Management and Employee Engagement

DAY 3
How to Approach Corporate Social Responsibility – Different Dimensions II
• Responsible Investment
• CSR in the Oil and Gas Sector
• Social Safeguards
• The Role of CSR in Addressing Conflict
• CSR and Communities

DAY 4
Implementing Corporate Social Responsibility (CSR)
• Finding your ‘Materiality’
• Gathering Data
• Defining a Strategy - Examples
• How to Implement a Plan
• Assessing and Measuring Impact
• Reporting
• Case Studies

DAY 5
The Importance of Stakeholder Management
• Engaging Management
• Employees
• Building Alliances
• Governmental Actors
• Collaboration with the Third Sector
• Connected Leadership
• Communication Strategies
• Reputational Risks

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**REGISTRATION DETAILS**

LAST NAME: __________________________________________
FIRST NAME: _________________________________________
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COMPANY: __________________________________________
ADDRESS: __________________________________________
CITY: ______________________________________________
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**AUTHORISATION DETAILS**

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DESIGNATION: _______________________________________
COMPANY: __________________________________________
ADDRESS: __________________________________________
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**PAYMENT DETAILS**

- Please invoice my company
- Cheque payable to GLOMACS
- Please invoice me

**CERTIFICATION**

Successful participants will receive GLOMACS’ Certificate of Completion

**4 WAYS TO REGISTER**

Tel: +971 (04) 425 0700
Fax: +971 (04) 425 0701
Email: info@glomacs.com
Website: www.glomacs.com

**TERMS AND CONDITIONS**

- **Fees** – Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
- **Mode of Payment** – The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/sponsor. Credit card and cheque payments are both acceptable.
- **Cancellation / Substitution** – Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
- **Hotel Accommodation** – is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
- **Attendance Certificate** – a certificate of attendance will only be awarded to those delegates who successfully completed/attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
- **Force Majeure** – any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
- **Fair Access / Equal Opportunities** – In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access/equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.