



Al Urdun Al Jadid Research Center

# Corporate Social Market Expo



**March 30, 2009, Landmark Hotel, Amman**

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## **Proceedings:**

Event will start by a welcoming speech by UJRC, followed by an overview of the Corporate Social Market Expo function. Selected cases from the business sector will deliver presentations on successful projects that were implemented via private sector – civil society partnerships. New projects and partnerships will be announced, and the Jordanian Forum for Societal Responsibility will be officially launched. Event will conclude by a cocktail reception in honour of the participating corporations and the steering committee members of the Jordanian Forum for Societal Responsibility.

## **Who will attend?**

The Corporate Social Market Expo will summon over 100 figures from the private sector, business associations, leaders of prominent CSOs and CBOs, international organisations, Arab and international diplomatic commissions, and several ministries.

## **Why you?**

Acknowledging the role of your corporation in undertaking significant CSR activities in Jordan and engaging with civil society organisations in implementing joint projects, we are hereby addressing you...

You are invited to take part in the Corporate Social Market Expo by presenting one of your stories of success on a project that was conducted in collaboration with a civil society organisation. Or, you could participate in the announcement of new projects that will be executed via partnering with a CSO or an NGO. Such projects would reflect your understanding and philosophy of the notion of CSR and of CSO partnerships.

## **What will you present?**

If you have a story of success or an example of best practices on a certain project that you implemented with a CSO or an NGO, please share it with us.

Kindly notify us as soon as possible on your participation, making sure to compile the following items for your presentation:

## **How?**

You will provide a short presentation within a maximum of 10 minutes' time, using:

PowerPoint presentation on the project you wish to share with the audience, with brief explanatory notes. This project is a story of success on a certain program or activity that your corporation has implemented in partnership with a CSO or NGO; and

A fact sheet that will be distributed to the guests and the press.

Both the presentation and the fact sheet could either be in Arabic or in English or both.

**We suggest:**

- The Fact-Sheet to be an A-4 sized paper, with printing on both sides.

- To divide the Fact-Sheet into three sections, as follows:

- **Part 1:** basic information of the corporation; name, logo, year of establishment, legal status, contact info.
- **Part 2:** company's philosophy on social responsibility, vision on community work, objectives of working with CBOs and CSOs, targeted groups and geographical areas, etc.
- **Part 3:** a list of projects and activities that your company has supported throughout 2007/8. You could elaborate on the most significant projects or those that had the larger impact. You could list your local partners in implementing those projects, whether they are CSOs, NGOs or CBOs.

You are welcomed to conclude your Fact-Sheet by mentioning your new plans for 2009/10 and your proposed partnership or CSR projects.

**Benefits:**

**First** : Corporate Social Market Expo will provide the opportunity for presenting your stories of success as *best practices* in the field of CSO-private sector partnerships to a wide audience of distinguished guests from the business sector.

**Second** : We welcome displaying any promotion items of your corporation, such as printed reports, brochures, flyers, etc, especially that highlight your work on private sector-CSO partnerships and CSR. There will be special displays at the Showcase Event where you could exhibit your publications.

**Third** : Your stories of success will be highlighted at the press conference held during the Corporate Social Market Expo.

**Fourth** : Event will be an opportunity for announcing new CSO-private sector partnership projects that you intend to conduct.

**Fifth** : You will promote your work through providing Expo participants and journalists with a written press release and fact sheet on the projects you have successfully implemented.

If you choose not to participate as a presenter of a story of success in CSR and/or partnerships, you are still most welcome to attend this social market event, which will be held annually starting of this year.

**For any inquiries, please contact May Al-Taher at UJRC:  
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