



Detailed training agenda of Module 1 CSR training 28th July to 30th July, Bucharest, Romania

Objectives of the module

Corporate Social Responsibility training:

This first module of a series of three aims at introducing to consultants in Bulgaria and Romania to the CSR concept in general, the CSR Methodology, the CSR-Pre-assessment (CSR-QuickScan), the conduction of a stakeholder analysis and introduction to the issues of human resource management and service quality. The QuickScan will be practically applied in companies.

The specific objectives are:

- to give an overview about the methodology and the report template for the conduction of a CSR assessment and process in the hotel.
- to raise awareness about the CSR-team formation as first and important step of the Pre-assessment.
- to introduce and exercise the CSR-QuickScan tools for the conduction of the Pre-Assessment. It will enable the participants to collect the necessary data in order to elaborate the respective report with a brief hotel description and to determine the audit focus for the further assessment.
- to introduce the social key performance indicators as necessary baseline data of the study.
- to introduce and exercise the methodology stakeholder analysis in order to enable the participants to conduct a stakeholder analysis with the CSR-team.
- to introduce to the basic concepts of human resource management and to common instruments applied.
- to introduce basic concepts of service quality and customer care, that will be addressed in the QuickScan and later on with the CSR team.

After this training, one hotel in Bucharest will be visited by the respective responsible consultants, by the Neosys trainer and by the responsible CSR expert of CSD to conduct the kick-off meeting for the CSR-Assessment (discussion about the CSR-team-members, and brief company visit).

All training days start at 9:00 and end latest at 16:00. Please be on time in order to prevent delays in the evening. The following indications of presentations times and coffee breaks are indicative only and may be subject to changes.



Training program

CSR Training			
Day 1 – 28 July			
Topic	Speaker	Hours	Time
Introduction to CSR (CSR Trends and Requirements for Hotels)	Clemens Lang	1	09.00-10.00
CSR-Methodology of the Project	Clemens Lang	1	10.00-11.00
Template report	Andrei Churican	0.5	11.00-11.30
Coffee and lunch brake		1	11.30-12.30
Introduction CSR assessment (QuickScan, Interview-Techniques, Questionnaires)	Clemens Lang	3	12.30-15.30
		5.5	Total hours
Day 2 – 29 July			
Topic	Speaker	Hours	Time
CSR strategy (USP, SWOT) + Exercise	Clemens Lang & Andrei Churican	2	09.00-11.00
KPI; Benchmark	Clemens Lang	1	11.00-12.00
Coffee and lunch brake		1	12.00-13.00
Stakeholder Analyze + Exercise	Clemens Lang	1.5	13.00-14.30
Service quality	Andrei Churican	0.5	14.30-15.00
Discussion on Labor law	Andrei Churican	0.5	15.00-15.30
		5.5	Total hours
Day 3 – 30 July (CP+CSR integrated training)			
Topic	Speaker	Hours	Time
Communication, Motivation + Exercise	Clemens Lang	1	09.00-10.00
Team building + Game (Value auction)	Clemens Lang	1	10.00-11.00
Project management	Andrei Churican	0.5	11.00-11.30
Forming the team	Andrei Churican & Aida Szilagyi	0.5	11.30-12.00
Coffee and lunch brake		1	12.00-13.00
Next steps	Andrei Churican	0.5	13.00-13.30
Test for Trainees	Andrei Churican & Aida Szilagyi	0.5	13.30-14.00
Evaluation of the training	Andrei Churican	0.25	14.00-14.15
		4.25	Total hours
Day 3 - hotel visit Ramada Parc (1'st workshop)			
Topic	Participants	Hours	Time
Short QuickScan in Ramada Parc hotel ca. 3 h (CSR: Interview Director +HR; CP site visit + Interview Technical Manager)	Christian Buser, Clemens Lang, Aida Szilagyi, CSR trainee	3	15.00-18.00