

Guidelines and Recommendations for PRME Regional Meetings

PRME's Regional Meetings are designed to complement its global events, issue-area working groups, and other activities. The first gathering of this kind, the [2010 PRME Asia Forum](#), emerged from calls to develop a more localized approach to sustainability and responsible management education in the Asia region. Since then, more than twelve schools on four continents have hosted, or are committed to hosting, similar events on themes ranging from entrepreneurship and transparency to corporate citizenship. For a full list of PRME Regional Meetings, please visit our [website](#).

Several good practices have emerged:

- Typically, one school hosts a regional meeting with the support of a(n) co-convenor(s) (e.g. a PRME signatory school in another country or a PRME Steering Committee member) and/or an organizing committee of 4-6 relevant organizations.
- Meetings usually take place over 1-2 days and may occur within, or adjacent to, a larger event such as an academic conference or board meeting. Size varies from 100-1000+ attendees.
- [Global Compact Local Networks](#) and UN Global Compact Participants should be encouraged to attend and support PRME Regional Meetings.
- Student participation is also encouraged in the form of attendance, presentation of classroom projects, and sharing in breakout sessions.
- Meetings should be inclusive of all PRME Signatories and other institutions committed to responsible management education within the region.

In support of these meetings, the [PRME Secretariat](#) may:

- Provide intellectual input into event design
- Ensure alignment with the PRME initiative
- Grant the use of the PRME logo, name and brand affiliation to the event in accordance with the PRME [Logo Policy](#)
- Appoint PRME representatives to participate in the event
- Establish links between the PRME initiative and other networks and associations, including Global Compact Local Networks and companies
- Promote the event through its media channels and custom invitations (see below for a suggested communication timeline)

Attendees are expected to pay for their own transportation and lodging, however it is recommended that the host provide travel and accommodation for a representative of the PRME Secretariat and, ideally, any keynote or panel speakers. Meetings themselves should not require a registration fee. If a fee must be charged, it should only be with the intention

of covering costs only. With this in mind, host institutions are asked to take on the following responsibilities:

- Provide an appropriate venue for the event
- Develop an agenda in consultation, as appropriate, with the co-convenor(s), organizing committee and PRME Secretariat
- Attend to all logistical and local transportation needs, including event registration
- Organize at least one meal and a networking event for all participants
- Liaise with the PRME Secretariat to obtain permission to use the PRME logo and branding for the event
- Provide for travel and accommodation of one to two representative of the PRME Secretariat and, ideally, any keynote or panel speakers.

In addition, hosts should consider arranging for lodging close to the venue, establishing a conference website to manage registration, offer tours of the area and provide additional meals for participants. To reduce the cost of meetings, many have successfully sought support or sponsorship from private companies and foundations, including Global Compact Local Networks and their members. To encourage attendance from the academic community, we have also found it beneficial to offer publishing opportunities, workshops, student competitions, and other activities in addition to the meeting.

Co-convening schools may contribute to the event by organizing a paper session or panel, promoting it within their network and sending faculty as speakers and representatives. Co-conveners should commit to hosting a PRME event in the future.

Communication Schedule and Responsibilities (see Attachment A)

Early communication is essential to the success of PRME Regional Meetings. We strongly recommend setting a date and location at least 9 months in advance, at which time the PRME Secretariat will send a Save-the-Date notice to participants in the region and post the event to the [Events](#) page of its website. The host should provide a draft agenda and text for the formal invitation to the PRME community at least 6 months before the event. At this point, it is requested that the host begin providing a monthly update to the Secretariat.

The PRME Secretariat may choose to provide the host school with contact information for relevant PRME Participants in the region. In this case, it is expected that this information be used strictly for the purposes of the event and not reproduced or passed on in any manner. All mass communications based on this list should first be cleared with the PRME Secretariat.

Sample Documents (see Attachment B)

PRME Principles for Responsible Management Education

Documents prepared by previous PRME Regional Meeting hosts are available as a reference. Please feel free to adapt and adopt as necessary.

Attachment A: Suggested Communication Schedule and Responsibilities

Recommended Timeline	PRME Secretariat	Host
Approximately 9 months before the event...	<ul style="list-style-type: none"> • Preliminary phone call with Host • Send Save-the-Date notice and post event to PRME and UNGC websites 	<ul style="list-style-type: none"> • Preliminary phone call with PRME Secretariat • Set date and location • Establish organizing committee • Provide text for Save-the-Date
4-6 months before...	<ul style="list-style-type: none"> • Send formal invitation to PRME community in region • Promote event in monthly PRME newsletters 	<ul style="list-style-type: none"> • Provide draft agenda • Provide text for invitation • Invite speakers (w/deadline for submission of documents/articles)
3 months before...	<ul style="list-style-type: none"> • Promote event in monthly PRME newsletters 	<ul style="list-style-type: none"> • Provide copy of final agenda
1 month before...	<ul style="list-style-type: none"> • Promote event in monthly PRME newsletters 	<ul style="list-style-type: none"> • Collect submitted documents from speakers for distribution/publication • Send list of registrants to PRME Secretariat

Attachment B: Sample Documents

These documents were prepared by previous PRME Regional Meeting hosts and are provided here as a model for future event materials. Please feel free to adapt and adopt as necessary.

A complete copy of the documents is available for download [here](#).

Before the Meeting

Responsibilities Timeline

[2011 Latin America Regional Meeting](#)

Save the Date Notices

[2012 MENA Regional Forum](#)

[2013 Latin America Regional Meeting](#)

General Invitations

[2011 Australia/New Zealand Forum](#)

[2012 MENA Regional Forum](#)

Speaker Invitations

[2011 Asia Forum](#)

Call for Papers

[2013 Canada Meeting](#)

Sponsorship Request

[2011 MENA Regional Forum](#)

During the Meeting

Agenda

[2011 Australia/New Zealand Forum](#)

[2011 Asia Forum](#)

[2011 MENA Regional Forum](#)

Panelist Guide

[2011 Latin America Regional Meeting](#)

Blog

[2012 Australia/New Zealand Forum](#)

Declaration

[2010 Asia Forum](#)

[2012 Asia Forum](#)

After the Meeting

Feedback

[2011 Australia/New Zealand Forum](#)

News Item

[2011 Asia Forum](#)

