

THE INTERNATIONAL BUSINESS FORUM

WORKING GROUPS

BUSINESS OWNERS'



BUSINESS OWNERS' GROUP

Running any form of business, particularly in a difficult economic climate, is not that easy - and owners of businesses definitely have their own particular issues. It was for this reason that the IBF formed a working group that would look at ways of supporting the Owners in its membership.

During the last roundtable event, we found that the biggest challenge that most group members have in today's difficult business environment is getting paid for their services/products in a timely manner - particularly when their customers are major multinational companies that are operating on near impossible payment terms. As a result of these discussions, the IBF is preparing a 'Prompt Payment Policy' ("PPP") seal for its members to sign up to; the seal will be available to all companies that agree to be informally bound by a 'thirty day maximum payment period' to use on their marketing materials and wherever else they see fit, as a way of driving yet more business between each other.

MARKETING



MARKETING INTEREST GROUP

The Marketing Interest Group is one of the most active IBF groups, due in no small part to the continued interest that events relating to marketing generate within the membership.

This year, the IBF was proud to announce the inception of its ambitious Marketing Academy, which is a unique opportunity for IBF members to learn how to plan, build and design a marketing strategy for their business, and receive personal Mentoring on the process from different marketing specialists.

By examining the goals and objectives of each business, the academy is able to design a marketing strategy that encompasses online marketing and traditional marketing and even guerrilla marketing, which meets those specific needs.

REAL ESTATE

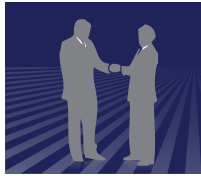


REAL ESTATE GROUP

The IBF has several large real estate companies amongst its membership who, together, formed the Real Estate Group in early 2009, when the financial crisis was taking its biggest toll. The Group's first event, a half day conference entitled "Real Estate Development – Where is its Future", saw more than 150 of Prague's leading real estate people turn out to discuss the subject, and based on the success of this event, the group has held bi-annual events ever since.

The Real Estate Group also organises a number of dinners with speakers on a variety of subjects.

MENTORING



MENTORING PROGRAMME

Do you have staff who would benefit from a mentoring relationship?

As the International Business Forum members include business owners, senior executives and top management roles across a wide range of the business spectrum; and many of our members participate in the IBF Mentoring Programme; this provides an excellent pool of skills willing to develop your employees.

The mentors are able to provide impartial advice and encouragement and will enable your staff to explore their potential. They foster personal and professional growth through the sharing of business information, skills, attitudes and behaviours.

All IBF Member companies can make use of our free Mentoring Programme for their key employees. In addition to taking advantage of an experienced business person, the mentee can utilise the mentor as an independent voice, outside their direct sphere of activity. The mentee is thus able to bounce ideas off them in a "safe environment".

The IBF mentor-mentee relationship is confidential, and therefore, any information discussed within the mentoring sessions is kept as such.

WOMEN IN BUSINESS



WOMEN IN BUSINESS WORKING GROUP

Despite its name, the Women in Business Group organizes events that are open to all IBF members – both male and female – and, occasionally, to their guests. Topics that are discussed relate to the difficult issues that "women in business" - particularly in the Czech Republic - have to overcome. The men who have attended these events have found them to be most interesting, particularly because so many of these men employ a large number of women, so understanding the issues that women have in interacting with their colleagues and bosses is, of course, important from all sides.

The Women in Business Group organizes informative and thought-provoking seminars, social events, and guest speakers to create an interactive approach to topics in a way where all of our members can be heard. The working group meets twice monthly and is developing a plan of action that focuses on the twin aims of highlighting and changing negative media attitudes towards women, and is lobbying for legislative amendments to the complex and business-unfriendly maternity and parental leave laws in the Czech Republic.

Next Women in Business Event: a roundtable to discuss the ongoing debates on LinkedIn. February, TBA.

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PATRONS:

AVESTUS REAL ESTATE

20 years



zatiši group

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