

2009 Training

Knowledge + Skills for  
creating capabilities to achieve  
**High Performance** in Microfinance  
and Frontier Finance markets

7<sup>th</sup> - 18<sup>th</sup> September, 2009

Sarova Whitesands Beach Hotel - Mombasa Kenya



# The Program



## COURSE INFORMATION

Date: 7th-18th September, 2009  
 Venue: Sarova Whitesands Resort Mombasa, Kenya  
 Enroll: [www.samtraining.org](http://www.samtraining.org)

## COURSE FEE - US\$ 4,500

Fees covers Tuition, Course documentation, meals & accommodation (from the night before the course commencement).  
 Payment **MUST** be received on or before **31st July, 2009**.

## OUR PAST FACULTY

Chris Malwade (Consultant)  
 Gerald Macharia (Enterprise Skills)  
 Indrajith Wijesiriwardana (Boulder)  
 James Mwangi (Equity Bank)  
 Jennifer Helmuth (MEDA)  
 Kadry Furany (CARE Canada)  
 Kim Pityn (MEDA)  
 Manoj Sharma (MicroSave)  
 Martin Holtmann (IFC)  
 Mattias Grammling  
 Michael Mithika (JM Mantle)  
 Paul Thorton (Verulam Ass Ltd)  
 Paula Tjossem (ShoreBank)  
 Robert Dressen (DAI)  
 Rosemary Kantai (Mwangaza Cons)  
 Ruth Dueck Mbeba (MEDA)  
 Tom Sitati (Interbrand Sampson EA)  
 Yasmina McCarty

## COURSE RESERVATION

Due to the limited number of spaces in both course, applications will be accepted on a first-come basis.  
**Permanent reservations will only be made once applications and full payment have been received.**

**To Register**  
[samtraining.org](http://samtraining.org)



The current economic crisis is changing the financial landscape. Financial institutions, such as microfinance institutions and banks, at the forefront of delivering financial services to millions of unbanked are required to maintain and improve operational efficiency, portfolio quality and capital reserves. MFIs and banks must mitigate against possible significant withdrawals of savings and deposits, declining flow of remittances and rising inflation.

To meet these challenges, recognize the opportunities and remain competitive, microfinance institutions and banks need to build and expand their distinctive capabilities through developing their talent to attain higher levels of performance.

## A Phenomenal Learning Experience

The School of Applied Microfinance (**sam**) annual two-week training is designed to expand the collective capabilities of institutions by building **individual knowledge** and **skills** to achieve strategic goals. To achieve **High Performance** that creates sustainable value.

Our training, with up to 14 courses to choose from, is singularly focused on delivering the knowledge, skills and capabilities that ensure institutions have **market-focused strategies**; **execute flawlessly** - delivering appropriate products and services; and have the **culture, structure** and **talent** to perform.

Our world-class training is delivered by some of the most knowledgeable and experienced industry professionals, consultants and executives. Their unmatched international training experience ensures that **training at sam is effective**.

As the leading microfinance training program in Africa, since 2005, we have managed to deliver a phenomenal learning experience over two-weeks that **Results in better Decisions, better Practices, and better Mindsets**.

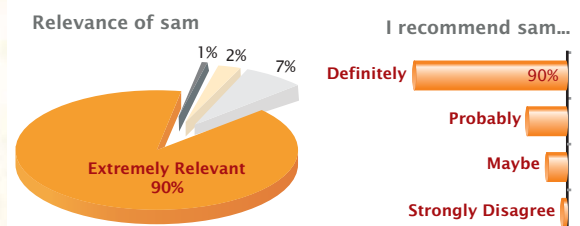
Careful selection of participants and limited attendance promotes an active exchange of ideas with the faculty and provides participants with a unique opportunity to meet and work with colleagues from a wide variety of frontier finance institutions and countries.

## Who Should Attend

**sam** brings together more than 100 middle level and senior microfinance managers, consultants, central bankers, micro-bankers, from MFIs, banks, cooperatives & credit unions, donors & program staff, with a desire to perform at a higher level.

Participants come from more than 20 different countries, but mainly East and Southern Africa, English-speaking West Africa, and the Middle East & North Africa (MENA) region. This makes for unrivalled interaction both in and out of class.

## What past participants have said...



"sam was a worthy experience, its not everyday that so many practitioners spend such time, not only to learn, but also to share experiences about the financial services experience they have, it a course every professional must attend."

**Walter Tutakiirwa**

# Training Structure



## Course Format

**sam** courses are facilitated by faculty who are recognized, leading experts and trainers in microfinance who have taught regularly at other premier international courses. The daily agenda:

**Plenary Sessions** - The plenary sessions address a theme or topic presented via a keynote speech or panel presentation, with working groups or Q&A following the presentations. These sessions are designed to broaden participants' perspective on the industry.

**Course Sessions** - These sessions consists of core lectures, practical exercises and applied cases organized into morning and afternoon sessions. Of the 16 courses offered at **sam** participants are able to participate in a maximum of 4 courses. *\*For the full courses listing please visit [www.samtraining.org](http://www.samtraining.org)*

**Moderated Presentations / Discussions** - These offer an informal opportunity for participants to share their thoughts and experiences based on specific themes. Participants and faculty present cases studies from their institutions.

**Presentation / Information on your institution:** The evening moderated discussions will be focused on experience sharing so we encourage participants to bring slideshows on their successes and/or challenges facing them so that they can share ideas.



## COURSES

- Business Planning & Financial Projections with Microfin
- Business Process Improvement
- Corporate Branding & Identity
- Delinquency Management
- Human Resource Management
- Individual Lending
- Internal Controls & Fraud
- Loan Portfolio Audit
- Managing Change and Growth for Organizational Leaders
- Managing Productivity in Microfinance Retail Banking
- Product Costing
- Reporting, Financial Analysis & Monitoring of MFIs
- Risk Management
- Strategic Marketing

## PAST PARTICIPANTS

- Alexandria Business Association, Egypt
- Al-Thiqa, Iraq
- Akiba Commercial Bank, Tz
- Cameroon Coop Credit Union
- Co-Operative Bank, Kenya
- Bank of Uganda
- Central Bank of Kenya
- Central Bank of Nigeria
- Central Bank of Uganda
- CRDB, Tanzania
- Dexcentre, Nigeria
- Druk Associates, Bhutan
- Equity Bank, Kenya
- FINCA, Uganda
- FACETA Central, Guatemala
- FSDT, Tanzania
- FSD Kenya
- K-Rep Dev. Agency, Kenya
- LAPO, Nigeria
- MITAF, Sierra Leone
- NaCSA, Sierra Leone
- OIBM, Malawi
- Pakistan Microfinance Network
- Rwanda SARL
- UNITUS, India

Daily Agenda		
0830	- 1000	Plenary Presentation
1000	- 1030	Tea Break
1030	- 1300	Morning Course
1300	- 1400	Lunch Break
1400	- 1630	Afternoon Course
1630	- 1700	Tea Break
1700	- 1830	Moderated Discussions
		Dinner
Evenings		Homework/ course reading



"This is truly a center for excellence"  
- Mohamed Yahaya, Nigeria

## What to Bring

Laptop: This is a practice-focused workshop; participants will often start the process of planning and implementing the tools for their organization as part of the courses~ so bring one if possible!

"sam was a worthwhile experience for me. The sessions are well organized, educative, engaging and very rewarding.sam experience is second to none in Africa."  
**Tunde Abdul**



To Register

[samtraining.org](http://samtraining.org)

## About FrontFin

FrontFin Media is a business media company that works with professionals in Micro & SME finance, in frontier markets, to become high performers. We deliver knowledge, skills, insights and ideas through training, conferences, networking events and consulting. With deep industry expertise and track record we work with MSME finance professionals and their institutions to increase financial access in frontier markets.

FrontFin Media is a JM Mantle & Co. Limited company, a leading financial services consulting company in Kenya.

### Our Training Brands

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