### Agenda

### Skill Workshop for Action, Vision and Entrepreneurship

**Date** 19 – 23 May 2025

Venue Ministry of Tourism, Creative Economy and Culture and

Ministry of Economic Development, Planning, Agriculture and

Lands, Forestry, Marine Resources and Cooperatives

Organizers UN Economic Commission for Latin America and the

Caribbean

**Time** 0900 – 1200 (GMT -4)

### Purpose and expected outcomes

Over the last decade, the Eastern Caribbean Currency Union (ECCU) has increasingly been impacted by low growth, high public sector deficits and high current account deficits. In addition, these countries have been affected by low productivity growth which has hindered their development of competitive activities. The COVID-19 pandemic has further aggravated an already difficult situation. These tourism-dependent countries have suffered immensely from a virtual shutdown of international travel; stayover arrivals to the Caribbean fell by approximately 67 per cent in 2020. There is a clear need to support economic restructuring to build overall economic resilience as well as resilience of its tourism sector if these countries are to regain lost ground in achieving key SDGs and grow out of their current indebtedness.

The Economic Commission for Latin America and the Caribbean has launched a project titled Building back better in tourism-dependent Caribbean economies post COVID-19. This project aims to identify the major impacts of the pandemic on the tourism sector and support the development of practical strategies to aid countries in their post-pandemic rebuilding efforts. In the project there will be a dedicated focus on formulating policy measures regarding building the resilience of the subregional tourism sector as well as developing productive and export capacity of new or emerging sectors capitalizing on avenues for South-South cooperation where available. Particular attention will be paid to highly vulnerable groups regarding the economic impact of COVID-19, climate change and disasters and wherever feasible, there will be a dedicated focus on the specific situations of women, children and young people, older persons, persons living with disabilities, persons living in depressed communities, migrants and refugees.

One of the two main intended outcomes of the project is the enhanced capacity of women, youth, rural dwellers and other target groups to capitalize on entrepreneurial opportunities in new capital sectors identified for economic transformation.









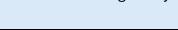


To this end ECLAC will be hosting a series of national workshops meant to build entrepreneurship capacity among target groups in each country. The workshops should provide capacity-building to enhance entrepreneurship and related business activities, with priority given to women. Topics covered will include but not be limited to business opportunity identification, business continuity management, financial management, supply chain management and exporting

### Draft Agenda

#### Monday 19 May 2025 Day 1:

Time	Session detail/description	
0845 – 0900	Participant registration – Ella Gaspard	
0900 – 0930	<ul> <li>Opening Remarks:</li> <li>Permanent Secretary, Ministry of Economic Development,         Planning, Tourism and ICT, Creative Economy, Agriculture and         Lands, Fisheries and Cooperatives</li> <li>United Nations Economic Commission for Latin America and the         Caribbean, Sub regional</li> </ul>	
0930 – 1030	Training session 1: My passion – Hayden Blades	
1030 – 1040	Break	
1040 - 1200	Training session 1 (cont'd)	
Lunch and closing of day 1		















## Day 2: Tuesday 20 May 2025

Time	Session detail/description
0900 – 1030	Training session 1: What is my business idea, based on my passion? – Hayden Blades
1030 – 1040	Break
1040 – 1200	Training session 2: How do I structure my business? – Hayden Blades
1040 – 1200	Training session 2: How do I structure my business? – Hayden Blades

Lunch and closing of day 2

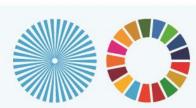
## Day 3: Wednesday 21 May 2025

Time	Session detail/description
0900 – 1000	Training session 1: How do I compete effectively? – Hayden Blades
1000 – 1030	Training session 2: Products and services – Hayden Blades  Products and Service description  Sales literature
1030 – 1040	Break
1040 – 1230	Training session 2 (cont'd)  Sourcing and fulfillment Technology Future products and services

Lunch and closing of day 3











# Day 4: Thursday 22 May 2025

Time	Session detail/description	
0900 – 1030	Training session 1: Market analysis summary – Hayden Blades  Market segmentation Target market segment strategy Market needs	
1030 – 1040	Break	
1040 – 1200	Training session 1 (cont'd)  Market trends Market growth	
Lunch and closing of day 4		











# Day 5: Friday 23 May 2025

Time	Session detail/description
0900 – 1000	Training session 1: Strategy and Implementation Summary – Hayden Blades  Strategy pyramids Value proposition Competitive edge
1000 – 1010	Break
1010 – 1130	Training session 2: Marketing Strategy – Hayden Blades  Positioning statements  Pricing strategy  Promotion strategy  Distribution patterns  Marketing programs  Sales strategy  Sales forecast  Sales programs  Strategic alliances  Milestones
1130 – 1200	Training session 3: How do I measure the performance of my business? – Hayden Blades

Lunch, certificate distribution and closing ceremony of day 5









