



18 - 22 OCTOBER

SAM 2021

**AFRICAN MICROFINANCE WEEK:
SIDE EVENT PROPOSAL**

WWW.SAM.AFRICA



**LUXEMBOURG
AID & DEVELOPMENT**



Association of Microfinance Institutions in Rwanda

**MAKE YOUR EVENT
A PART OF THE SAM!**





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THE SAM STRUCTURE: 5 DAYS DEDICATED TO INCLUSIVE FINANCE IN AFRICA

2 DAYS entirely dedicated to the SAM conference with high level panelists

DURING THE OTHER 3 DAYS ALONGSIDE THE CONFERENCE:

2 major side events:

- the **INVESTORS' FAIR**;
- the **INNOVATORS' VILLAGE**.

But also:

- **FREE TRAINING SESSIONS**;
- **WORKSHOPS** organised by the most renowned and authoritative institutions in the sector;
- **GENERAL ASSEMBLIES** of the different African networks attending the SAM.
- other **EVENTS** organised by partners.





SIDE EVENTS AT SAM 2019

- **22 training courses and workshops** were run for the 900 participants by ADA, partners and experts. They include: UNCDF, Arendt, BNP Paribas, BRS, FAO, SPTF, Cerise, Microinsurance Network, Pamiga, Amarante, MicroSave, the Grameen Credit Agricole Foundation, Banca Etica, Micro-assurance du monde, ACCION, and SIDI.
- **1 General Assembly** was held for a whole day (organised by the MAIN african network).
- **1 event** organised by UNCDF on digital and inclusive finance, followed by a cocktail.



SIDE EVENTS THAT YOU CAN ORGANISE IN THE FRAMEWORK OF THE SAM

- **Training courses** (on the topic of your choice). In 2019, the training courses were about: agricultural finance, digital finance, Microvision, investments advice for MFIs, social and financial performance, climate change, digital innovation, micro-insurance, regulation and savings.
- **Workshops**
- **Conferences**
- **Panel discussions**
- **General Assemblies**



WHY ORGANISE YOUR SIDE EVENT AT THE SAM?

The SAM is a true **reference point for the inclusive finance sector in Africa** and beyond. For many organizations in the sector, it represents a unique opportunity to run **conferences, training sessions and workshops for leaders and managers** in the sector, to showcase new methodologies and tools, to share best practices and to take stock of new trends with the aim of making the sector grow more and more for the benefit of the poor.

Institutions whose mission is to support and professionalize the inclusive finance sector have the opportunity to:

- offer their services to a selected, prepared and highly motivated public;
- organize a training session or workshop in an African country without having to worry about logistical, administrative and communication aspects (booking travel and accommodation for participants, catering and coffee breaks, managing suppliers, renting space, setting up equipment, translations, promotion, etc.).

By joining us as a side event organizer, you ensure the visibility of your organization to a large professional audience. With the partnership, we take care not only of the promotion, but also all the logistics and requirements for the smooth running of your event.

WE'LL TAKE CARE OF IT FOR YOU : **PROMOTION** **LOGISTICS** **VISIBILITY**



WHAT OUR PARTNERS SAY: TESTIMONIALS OF PREVIOUS EDITIONS



"I had a chance to organize a 1-day intensive training and some thematic workshops during the last two editions of the SAM. It is a unique opportunity to share different views and perspective from all over the continent, where there is a huge demand for financial services for agriculture, and many countries and institutions are piloting and pioneering super interesting models of product design and delivery. What makes the SAM unique, is that it brings together MFIs, banks, central banks, as well as services providers, advisers and practitioners. All together under the same roof (or tent, as in the case of Ouaga!), sweating but not leaving the place until the very last concluding word of the event. I really hope I will have further additional chances to join such a wealth of knowledge and experience."

Massimo Pera, FAO - Agricultural finance training at SAM 2017 and 2019



"SAM being the biggest networking platform for the Microfinance Institutions in Africa, allowed us to get in touch with many managers and decision makers, interested in Microvision tool and using it to build the projections and business plans of their own institutions. We enjoyed perfect organization of our side event and we are looking forward to the next SAM edition!"

Jarek Chuchla, BRS - Microfact Coordinator at SAM 2015, 2017 and 2019





“By organizing a training session on the fringes of the SAM, we reached exactly the audience we were targeting: African microfinance institutions. It was important for us to be able to introduce the crucial topic of climate change adaptation, both for the institutions and for their clients”.

Pierre Casal, Grameen Crédit Agricole Foundation - Climate change training at SAM 2019



“It is more a sharing of experiences and working tools for the financing of sectors of activity in difficulty, particularly agriculture, without forgetting the technological advances from which microfinance in Africa has benefited.”

Zakaria Jebbouri, Managing Director Attadamoune (Morocco) – Participant of a training at SAM 2019



“During our “Ready for investors?” workshop, we met many microfinance market players and MFI representatives. This workshop enabled our team of lawyers based in Luxembourg to concretise the daily work carried out, namely the setting up and monitoring of investment funds with social and environmental impact, by discussing the concrete problems encountered in the field by MFIs. The exchange with the participants was really appreciated by the members of our team as it added the “practical” dimension that is sometimes lacking in our profession”.

Corentin Gata, Partner at Arendt & Medernach (Luxembourg) - Organizer of a training at SAM 2019





HOW TO JOIN

If you want to organize your event at the SAM 2021, have a look at our offer and choose the package that best suits your needs! Fill in the attached form, sign it and send it to the SAM contact.

All our packages include :

- ✓ rental of a room for your training session or workshop;
- ✓ all the equipment necessary for the smooth running of your event;
- ✓ Wi-Fi connection;
- ✓ publication of your training session on the SAM website (an average of 30,000 30,000 visits per month in the 5 months preceding the event);
- ✓ promotion of your training session, and indirectly of your organization, through the SAM newsletter (10,000 highly selected contacts) and on the social networks;
- ✓ 2 coffee breaks, water and one lunch per day for all participants in your training course;
- ✓ 1 SAM entrance for the organizer or trainer of the event.





CHOOSE BETWEEN 4 PACKAGES

- Event in a **package 1** (up to 15 participants) = €1,500;
- Event in a **package 2** (up to 30 participants) = €3,000 ;
- Event in a **package 3** (up to 50 participants) = €5,000 ;
- Event in a **package 4** (up to 100 participants) = €8,000 .

NOTE:

Translation is provided on demand only, for an additional fee.

The rooms of the SAM conference centre will be reserved according to capacity, on a first come, first served basis. If the needed room is already occupied on the date you want, we can discuss the other available options.

To book your room, we kindly ask for an advanced payment of 50% of the price of the package chosen (with translation costs if required).





SAM SIDE EVENT FORM

The chosen package: PACKAGE 1 PACKAGE 2 PACKAGE 3 PACKAGE 4

N° of participants expected: _____

YOUR SIDE EVENT *(Title and description of your event)*

French: _____ English: _____

Main language used: _____ Translation (+ €1,000 incl VAT/ per day): YES NO

DURATION OF YOUR EVENT

One day Two days Three days

Please inform us if you have a preference in terms of dates for your event. We can tailor your schedule according to the rooms available. We cannot offer half day events, as our costs for the organisation remain the same for half or full day.

Desired date(s): _____ Event schedule (time): from _____ to _____

Open to all participants or any prerequisite to participate in your event: _____

How do you plan to invite participants? (e-mailing to your contacts / promotion of the event on your website / only through the SAM channel ...): _____

Registration needed or open event: _____

THE ROOM FOR YOUR EVENT *(Equipment necessary for the smooth running of your event):*

Sound system and 2 microphones: YES NO Video projector with screen: YES NO

Flipchart: YES NO Wi-Fi connection: YES NO



Please remember to bring any other essential equipment under your own responsibility.

ROOM SET-UP:

U Shape

Classroom
(chairs with tables)

Theatre style seating
(chairs without tables)

Round tables

Additional comments or other specific needs (subject to confirmation) _____

YOUR CONTACT INFORMATION

Organisation: _____

Contact Person: _____

Tel: _____

E-mail: _____

Billing address: _____

Date: _____

Name and Surname: _____

Signature: _____

**PLEASE FILL IN THIS FORM,
SIGN IT AND SEND IT BY E-MAIL
TO THE SAM CONTACT:**

Paulina JAWOJSZ

E-mail: p.jawojsz@ada-microfinance.lu

Tel: +352 45 68 68 331

In order to book your room at the SAM 2021, we kindly ask you to pay in advance the 50% of your package chosen, and the translation system if required.



SIDE EVENTS' ORGANISERS OF THE LAST EDITION





CONTACT

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