

7 June 2019, Vienna, Austria

EaSI TA Workshops in the framework of the 16th EMN Annual Conference

During the post-conference day of the 16th EMN Annual Conference in Vienna, Austria, three EaSI Technical Assistance workshops and one Investment Readiness Training took place.

You can download any presentations from these sessions below.

Update on EaSI Programme for microfinance

This event was aimed at all European MFIs willing to meet and learn about EU support for the sector. Participants had the chance to learn about the present and future of EU financial support instruments, hear how the implementation of EaSI tools is going, and how the EU's technical assistance is being carried out. There was also a Q&A session between the sector and the policymakers.

[PerMicro](#) – Filippo Chiesa

Demystifying advocacy at EU-level

This workshop, for and by microfinance practitioners, focused on how to improve local regulatory framework. It was a share-and-compare workshop where MFIs shared their experiences about building relationships with policymakers and influencing policy formation. There was also time for exchanges amongst all participants to identify trends, common challenges, and common strategies. It was complemented by an overview of how EMN advocates at EU level.

[Demystifying advocacy at EU level](#) – Oscar Verlinden, EMN

[Adie's advocacy work at national level](#) – Nadege Buquet, Adie

[Responsible Finance's Advocacy Work at the National Level](#) – Jennifer Tankard, Responsible Finance

[Advocacy for microfinance in Serbia: history and current situation](#) – Tatjana Antic, AgroInvest

Investment Readiness Training

This training focused on getting investment ready to reach more impact! It was aimed at organisations who wanted to reach more social impact, grow their organisation, fund a specific project or have access to EU Funding. Participants learnt tips and tricks to be investment ready, discussed real cases and shared practices with peers.

[Investment Readiness Training](#) – Perrine Pouget, European Investment Fund

[Investment Readiness](#) – Mick Murray, Microfinance Ireland

This event was financed by the European Union Programme for Employment and Social Innovation (EaSI) 2014-2020. For further information: <http://ec.europa.eu/social/easi>



The 5 Most Important Digital Marketing Metrics for CEOs

The introduction of multiple new digital touchpoints in the customer journey has created a far more complex sales cycle and brought a massive influx of data into the enterprise alongside. CEOs must pay close attention to the marketing metrics which make a real impact on the sustainability and competitiveness of their organisation. This participative workshop focused on the emerging field of 'Digital Marketing & Outreach' for MFIs.

[Digital Marketing](#) – Vincent Stulen, Qredits & Koen Kranenberg, Advise.

The information contained in these documents does not necessarily reflect the official position of the European Commission.