

**Facilitator's Note:** *This agenda can be adapted in order to meet the objectives and schedule of your workshop and to include information that is relevant to the participants, taking into consideration the space available, sponsors of the workshop, etc.*

# Agenda: How and When to Engage with the Brands?

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## DAY ONE, SESSION ONE: Getting Started (2.5 hour session)

### OBJECTIVES

- Introduce the participants and the workshop
- Share and reflect on our experience with brand engagement

### SESSION AT A GLANCE

Time	Activities
15 minutes	1. Welcome, introduction, expectations
25 minutes	2. Introduction of participants: Buses
10 minutes	3. Guidelines for participation
25 minutes	4. Line-Ups: Our experience with brand engagement
15 minutes	<i>BREAK</i>
40 minutes	5. Historical timeline of brand engagement (in the country or region)
20 minutes	6. Reflection on the timeline, questions for the future

## DAY ONE, SESSION TWO: Mapping the brands and considering how to engage

### OBJECTIVES - MAPPING

- Map and analyze the major apparel brands producing in this country or region in order to know how to approach them when a labour rights violation occurs in one of their supplier factories.
- Understand why some brands respond better than others when they are contacted by an organization about a labour rights violation.

### OBJECTIVES - ENGAGEMENT

- Define what we mean by "brand engagement".
- Identify the opportunities and limitations of brand engagement.

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- Review a checklist of strategic considerations that should be considered when engaging with brands.
- Learn how to apply these strategic considerations in practice based on specific scenarios.

## SESSION AT A GLANCE

<b>Time</b>	<b>Activity</b>
95 minutes	1. Brand mapping: Understanding the different brands in order to determine with whom to engage
15 minutes	<i>BREAK</i>
15 minutes	2. What do we mean by “brand engagement”?
40 minutes	3. Strategic considerations used in making decisions about brand engagement
40 minutes	4. Practice applying the strategic considerations in specific cases

## DAY TWO, SESSION ONE: Preparing for and entering into dialogue with a brand (3 hour session)

### OBJECTIVES

- Identify and practice the various steps involved in brand engagement, including tips for documenting a case and how to write a letter to a brand.
- Roleplay a meeting with a brand representative.

## SESSION AT A GLANCE

<b>Time</b>	<b>Activity</b>
10 minutes	1. Introduction to day two
10 minutes	2. Survey of experiences in the group
35 minutes	3. How to document a case
15 minutes	<i>BREAK</i>
40 minutes	4. How to write a letter to a brand
70 minutes	5. Role play a meeting with a brand representative

## DAY TWO, SESSION TWO: What to do after the first engagement? and review of what we learned (3 hour session)

### OBJECTIVES

- Identify and practice how to respond to a range of brand responses following the initial contact.
- Review some successful examples of brand engagement, based on the participants’ experiences.
- Talk about how to share what we have learned.
- Review all content.
- Evaluation and closing

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## SESSION AT A GLANCE

<b>Time</b>	<b>Activity</b>
75 minutes	1. Developing strategies to address the brand responses and initial encounters with the brands
15 minutes	BREAK
30 minutes	2. Presentation of successful examples of brand engagement
30 minutes	3. Sharing what we have learned
15 minutes	4. Review of the workshop: What did we like?
15 minutes	5. Evaluation and closing