

Corporate Ethics International and the Business Ethics Network (BEN)

BEN will offer key trainings online for corporate campaign activists, augment in person trainings at the BEN Conference

As we work to serve more corporate campaign activists around the United States and in other countries, this year we will offer numerous foundational trainings online for corporate campaign activists. With this we are following up on the success of our in person Trainings for Newer Campaigners and Corporate Campaign University, and taking advantage of web trainings as a way to offer many subjects from these trainings online, greatly reducing the financial and logistical challenges for activists wanting to access them. Like our other online resources for activists, these will be offered through a secure location. This year the trainings will be offered in English, and we look forward to translating them into more languages next year. The first online trainings we are developing include:

- A Primer on U.S. Corporations: Structure, Operations, Vulnerabilities
- The Elements of a Successful Campaign
- The Stages of a Successful Campaign
- How to Research Corporations
- Deciding on a Corporate Target
- How to Fundraise for Corporate Campaigns

We recognize that there are trainings that need to be conducted in person, and with that in mind we are augmenting the number we offer at the BEN Conference this year. We're planning intensive workshops on numerous topics, including campaign strategy, negotiations, major donor fundraising, and working with media. The 2008 BEN Conference is October 12 through 16 in Oakland, CA.

For more information on online trainings, the Conference, or BEN, please go to www.businessethicsnetwork.org, or email BEN Coordinator Anne Pernick at apernick@corpethics.org or call her at 503-459-6673.