

## Using the Training of Trainer's Guide

These training materials were created by the Conservation and Community Investment Forum (CCIF ; [www.cciforum.org](http://www.cciforum.org)) team for use of the experiences lead trainers to train trainees as part of MAMTI project. It is useful for future reference and support for field trainers during business training workshops and other and coaching and mentoring activities.

**The guide's main objectives are to:**

- build capacity and coach field business trainers;
- be a reference for trainer activities on the ground;
- provide a complete set of information on business management and development directly related to the marine aquarium fish trade in developing countries ; and
- provide the trainers with participatory activities to be used with fishermen and coordinators.

The guide includes the following modules:

**Module 1:** Training of Trainers

**Module 2:** My Self, My Work, My Industry, and My Community

**Module 3:** The Industry and the Supply Chain

**Module 4:** Organization and Governance

**Module 5:** Operational Planning and Management

**Module 6:** Financial Management

**Module 7:** Post-Training Activities

Each module is divided into sections which are accompanied by a session guide and handout materials.

Session Guide: outlines the objectives for that particular Session, the materials needed to complete the session, and the topics covered by the Session in table format. The table also provides an estimate of the time required for the presentations and activities. The Session Guide is a simple guide for the trainer who will facilitate the Session.

Handout materials: composed of support materials and information needed for the session, e.g., theoretical concepts, definitions, examples, and activities that can be used in the field training and should be handed out to the participants from the beginning of the session.

The target audience for all modules is trainees (future trainers). The level of detail presented is intended to enable lead trainers to respond to questions, explain the material, and discuss the topics with participants. Lead trainers are expected to judge the appropriate level of background and detail to present to trainees and to prioritize topics to present, should time be limited. Although the amount of material presented may vary, all modules should be covered, and done so in the order in which we present them.

From the CCIF team, we hope this manual helps you build capacity in local marine aquarium (fishers, coordinators and exporter) businesses and encourage sustainable practices within the fishing communities.