

network

enterprise europe



Business Support on Your Doorstep

Training for new colleagues of the Enterprise Europe Network 21-22 April 2015



AGENDA

Venue: City Business Centre, Coriolan Brediceanu 10 th Street, Timisoara, Romania		
20th of April - Arrival of participants (Travel kit attached)		
Day I – 21 April 2015		
<i>Pick –up from Hotel at 09:15 (Romanian Time)</i>		
REGISTRATION AND COFFEE: 10:00 -10:30		
Time Local time GMT+3	Title	Topics
10:30-11:00	Start your Network adventure! 30'	Welcome address - Presentation of the RO-Boost SMEs Consortium Sorin Maxim , General Director, West RDA Participants will introduce themselves to the other attendees
11:00-12:00	The Role of the European Commission 60'	The political framework and priorities, Role in the management of the Enterprise Europe Network, generating impact through Enterprise Europe Network in 2015 – 2020 framework and the role of innovation, links with other DGs, SME Feedback Sven Schade , Policy Officer, DG Growth
12.00 - 12.30	Q&A Session 30'	
12:30-13:30 : Lunch Break		
13:45-14:45	Network overview and Role of the EASME 60'	<ul style="list-style-type: none"> Understanding the Network, structure and roles EASME tasks and organization, whom to contact when, coordination of activities, how can EASME support new comers perform in their first year of activity Financial and contractual background of the Network activities Darina Botsova , Project Officer, EASME Quizz



14:45-16:15	Creating impact for clients - Partnership processes Case Study 1 90'	<p>How to achieve best results in organizing Brokerage Events and Company Missions, Dissemination (queries, widgets, etc.), fostering collaboration mind-set, expression of interest, supporting negotiation for partnership agreements</p> <p>Gabriele Hanisch, Handwerk International Baden-Württemberg/ Enterprise Europe Network Baden-Württemberg, Germany</p> <p>Demos, case studies analysis & practical Exercise</p>
16:15-16:30 : Coffee Break		
16:30-17:00	Conclusions 30'	<ul style="list-style-type: none"> - Conclusions and lessons learned
19:00 : Dinner		

Day 2 – 22 April 2015		
10:00 –10:30	Recap session Network overview and Role of the EASME 30'	<ul style="list-style-type: none"> • Reminder of the lessons learned the day before, pointing topics to be further addressed • Network Tools (POD, Imp3rove etc.) • Discussion in plenary <p>Darina Botsova, Project Officer, EASME</p>
10:30 –12:00	Keys to Success 90'	<p>Understanding the Network’s working procedures and spirit, reckoning efficiency of service delivery, making the difference for clients and means to bring added value, measuring success and making improvements, importance of calibrating synergies in the process</p> <p>Sven Schade, Policy Officer, DG growth</p> <p>Presentation and discussions</p>
12:00 –12.30	Q&A 30'	
12:30-13:30 : Lunch Break		
13:30-14:30	Creating impact for clients – bringing added value to SMEs development capabilities Case Study 2 60'	<ul style="list-style-type: none"> • How to get from partnership profiles to Partnership Agreements – dos and don’ts, good practices, • Dissemination (queries, widgets, etc.), communication within the network, expression of interest • Supporting negotiation for partnership agreements <p>Valerie Pondaven, EEN Business Partnership Consultant, Greenwich Research & Enterprise, University of Greenwich</p> <p>Demos, case studies analysis & practical Exercise</p>

14:30-14:45 : Coffee Break		
14:45-15:45	<p>Creating impact for clients – tailored advisory services</p> <p>Case Study 3</p> <p>60'</p>	<p>Success in delivery of Advisory Services, how to balance between wide reach of SMEs and complex service delivery, practices in monitoring service performance and client satisfaction, reporting achievements</p> <p>EEN Partner – TBD</p> <p>Demos, case studies analysis & practical Exercise</p>
15:45 –16:15	<p>Commitments & Conclusions</p> <p>30'</p>	<p>Concluding remarks:</p> <ul style="list-style-type: none"> - learning points - further need participants might have in terms of training and development
16:15-16:30 : Drinks		