MANUAL FOR INFO DAY

Deliverable D.T3.1.4   **Version 1**

Università Ca' Foscari Venezia   **12/2019**

1. Goal and general aspects

- The aim of the 'Manual for Info Day' is to give some advice on how to deliver the COCO4CCI project (WP3) two Info days, one for CCI and one for AVM (separate events, each with 30 participants), to launch the three key dimensions of the future cooperation collider concept: technology, future trends, and mindset.

The **general goals** of the Info Day are:

- to give basic information on all three dimensions: technology, future trends, and mindset;
- to give basic information on planned training sessions, company visits, workshops scheduled, …
- to track opportunities for both collaborations with CCI (in the event for AVM) and collaboration with AMV (in the event for CCI);
- to allow both groups to talk about their needs, possible ways of cooperation, and have a discussion with the project partners.

- The participants in the Info Day, for the most part, will be **entrepreneurs, managers, workers of companies** from the cultural and creative sector and advanced manufacturing that the project partners' will have selected as potentially interested and connected to COCO4CCI project.

- Each partner can **organize the event flexibly,** and it is not required to be a complex event. Half of a day for each info day is a good option.

- The info day **can be co-organized with other events** depending on each regional partners' opportunities.

2. Checklist for info days organization

2.1. Logistic

- Select a suitable location for the 30 participants per Info Day.
- Try to select an attractive place for business people, **as a hub, a fab lab or innovative location**; or a place that transmits messages regarding the cooperation between CCI and AVM, **as a digital museum, for example**.
- It is also possible **to organize the event in a company context**. This will provide an opportunity to experience a **concrete visit to a best practice context or to an interesting creative design process** in a manufacturing context. People from companies are usually interested to know other companies' contexts (as also reported in many interviews during our mapping activities).
- Check and prepare technological tools to carry out the activities – computer, projector,…
- Choose a location with enough open space, also for networking and socialization. If possible, for a little catering too.
- The day of the event, bring communication material of the project (brochure, flyers, posters, videos, …)

2.2. Content

- Invent an **attractive title and concept** for the event;

- To give the basic information on all COCO4CCI three dimensions – technology, future trends, and mindset – you can **invite experts or entrepreneurs** with **successful cases to communicate or inspirational pitches to propose**; if you co-organize the event, this could be an opportunity to reach entrepreneurs or experts in each of three dimensions - technology, future trends, and mindset - (1 hour)

- An important topic for the info day is to give all the information about the project which involves businesses – training sessions, company visits, and workshops scheduled. A representative of the project can present the programme and distribute informational material to all participants; (1/2 hour)

- An ideal approach could be to reserve a collective moment of discussion or a workshop with the help of a facilitator to allow participating companies to introduce themselves, **propose ideas, opportunities, and needs to which the project can respond**. (1 hour)

- It is also useful to have a moment for networking and free socializing among people. A little catering service can be useful to make this moment more enjoyable (1/2 hour).

- **The approach for the info day content can be innovative**. Use videos, pictures, stories, games and best practices. In business events, the more the interventions are concrete, useful and inspirational, the more you can reach the goal to be interesting for companies. You can find some links to innovative event organization website for inspirational methods in the next section 3.

2.3. Communication

- Create an attractive flyer for the event bearing the date, the location, the title of the event and goals; also remember logos related to COCO4CCI project.

- Select companies and people from both CCI and AVM context which you think can be benefitted from the project and also which can bring added value to it; it is important to consider also their time availability.

- Make a formal invitation to candidates. They can be made personally, by phone contact or by email.

- The ideal time to begin communication activities is two months before the event.

- Spread the flyer also in social networks like Facebook, LinkedIn, websites, to create more awareness about COCO4CCI project and activities.

- Prepare a register of participants to collect attendance to the info day and also data from participants; you can also add some information about their needs or opportunities they proposed.

- Make a reminder or a confirmation call one week before the info day.

3. Types of events:

1) **The conference / the round table:** Usually round tables and conferences are composed by two moments: the first one is the frontal exposition of content by the invited speakers and a moderator, and the second one is the debate with the public. It is a kind of event characterized by a certain formality but aims to stimulate a strong interaction between the participants and the public.

2) **The workshop:** Featuring a reduced number of participants, or teamwork, the workshop is aimed at deepening a particular topic generally of an operational nature through the comparison and the work done during the workshop itself. This kind of event proposes itself as an open container to be filled with personal contributions and the result of the interaction between moderators and actors/participants. Here a link to find some suggestions on creative workshops: https://diytoolkit.org/tools/creative-workshop/

3) **Hackathon:** Usually it is a big event, but the format can be adapted to a small one. The hackathon highlight is to invite people to work in team to find solutions or proposal about a specific question. It is perfect to encourage creative and innovative ideas. You can have a look at its specificity to have some inspiration on innovative approaches on the following link: https://www.hackerearth.com/community-hackathons/resources/e-books/guide-to-organize-hackathon/

4) **TedTalk:** It is a typical inspirational approach to give space to inspirational speeches. More details are available at the link; https://www.ted.com/about/programs-initiatives/tedx-program

5) **PechaKucha:** PechaKucha (Japanese for "chit chat") is the world's fastest-growing storytelling platform. Global innovators use the PechaKucha platform to create powerful, visually-compelling stories that move audiences in less than 7 minutes. PechaKucha is a "Show and Tell" format very easy and stimulating in an innovative context. Find further details at https://www.pechakucha.com/

6) **Contest:** this event requires the organization of a call for ideas are a sort of public "competition" in which companies can participating by offering a solution or an idea, in fact, to a problem of general interest (in this case cooperation between CCI and AVM). The organizer poses a question to answer or a problem to solve. Companies can participate by presenting a solution or an "idea" fort the question. Usually, the contest ends with a presentation of the best ideas. In this, the contest may ends with the Info Day, where companies present and discuss their ideas and proposals for the project.