



TAKING
COOPERATION
FORWARD



Communication Seminar
19 November 2020, 10:35 CEWT



Events and media relations



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WHAT DID WE DO? -> 3 EVENTS IN 1 DAY!

Official launch of the KETGATE Network

Official Presentation

Press Conference

Virtual / GoToMeeting

45 min + 30 min

Associated partners, Central European BSOs, policy makers, journalists, general public

Registrations: 148 (actual 118)

Brokerage Event

Virtual / b2match

6 hours (B2R meetings, 30 min each)

Central European SMEs + RTOs active in the field of KETs

Registrations: 318 (actual 124)

Meetings: 310 (actual 160)

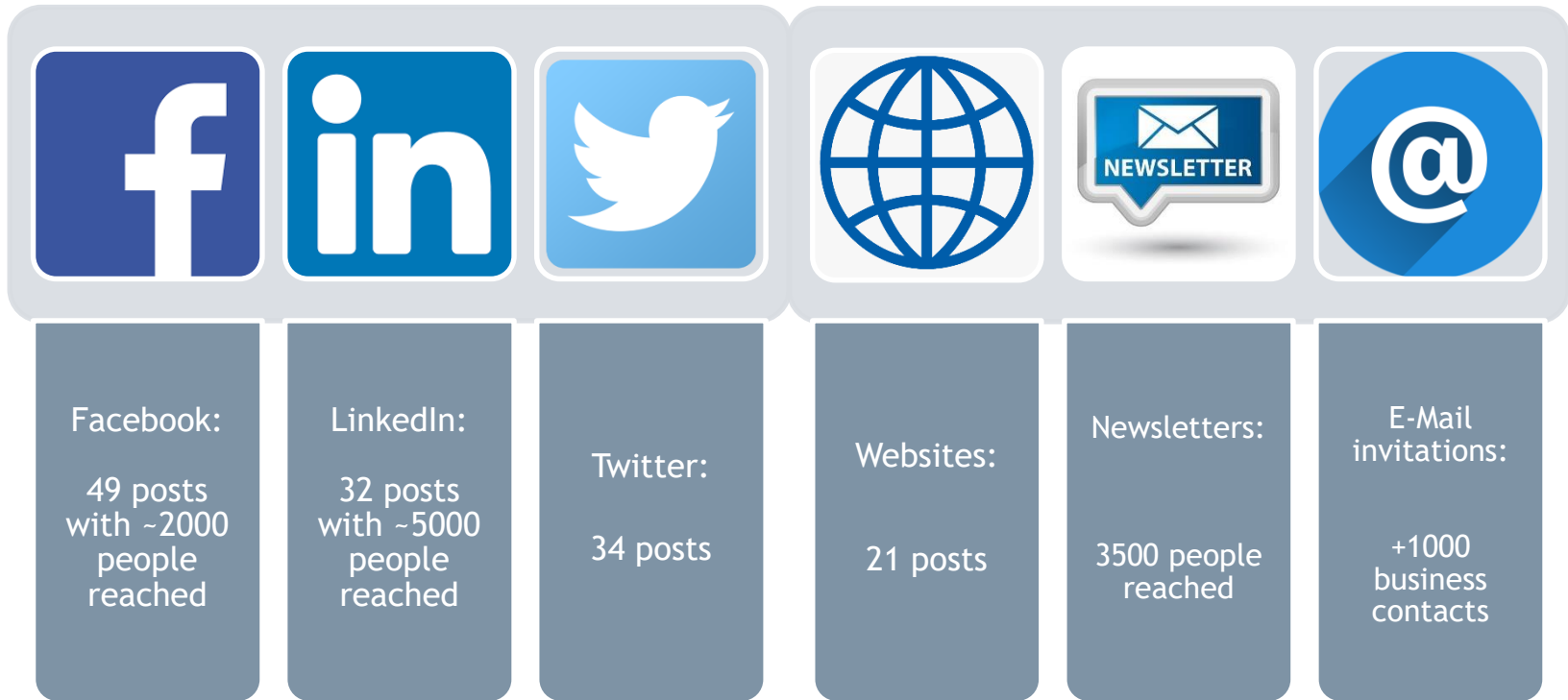
HOW WE MADE IT? -> THE PREPARATIONS

The overarching goal

“create momentum for the newly born network”



HOW WE MADE IT? -> THE PREPARATIONS



HOW WE MADE IT? -> THE CHALLENGES

LOOK FOR SYNERGIES!



NARROW DOWN!



WE UNDERSTATED...

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- The engagement of journalists and communicators.
- The cost-effectiveness of virtual brokerage events to enable first contacts/negotiations towards transnational technology transfer.

1 PROUD MOMENT

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- The day we realized that we had largely surpassed our KPIs both for the official launch and the virtual brokerage event.

1 PIECE OF ADVICE

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- Take your time to workout the message that you want to communicate. This helped us to reflect on our project and target groups.



The End