

IREC CAPACITY BUILDING BEST PRACTICES IN IREC MARKETING WORKSHOP

April 19th 2018 at 12-5 PM

Baltic Development Forum, Nytorv 3, 1st floor, DK-1450 Copenhagen

The objective of the training is to share best marketing practices between the IReCs and therefore to enhance the capacity of the individual IReCs to reach out for the selected industries and individual companies, stakeholders and intermediaries/ multipliers and to help the respective ILOs to build up their personal competencies in interacting with the businesses. Important aspect of the training is open discussion on different implemented approaches and their effectiveness and possible challenges. The registered participants will receive ideas, examples and practical tools to be utilised in their own work during the last open call in the Baltic TRAM project. Vaeksthus Copenhagen <https://startvaekst.dk/vhhr.dk/english-vhhr> will attend the workshop as an external expert organization helping the Baltic TRAM partnership in defining the IReC network marketing strategy.

Programme

11:15-12:00 Light lunch available

12:00-12:15 Introduction to the day, and to the BT IReC Marketing tools and materials (UTU, BDF& FII)

12:15-12:35 Vaeksthus Copenhagen in helping the companies and other actors to build a growth oriented regional business ecosystem. (Steen Lohse, Business Consultant and Kaare Trudsø, Business Consultant, Vaeksthus Greater Copenhagen)

12:35-1.00 Current state of the art in IReC Marketing, regionally used tools and approaches – Towards a joint Network of IReCs marketing approach? (UTU)

1:00-1:30 How to utilise the BT Case studies and Open data pilot activity in marketing? - Presentation and discussion (FII & KE)

1:30-2:00 How to sell the IReC concept to individual businesses? – Presentation and discussion (UTU)

2:00-2:30 Coffee break

2:30-3:30 How to engage the regional authorities and development organisations in the BT collaboration? - Presentation and discussion (Kainuun Etu)

3:30-4:30 How to sell the IReC concept to business communities and how to build a community of interested companies? –Discussion and working in groups

4:30-5:00 Wrap-up: How these building blocks help us to develop a joint Network of IReC Marketing approach?

5:00 End of day

IREC CAPACITY BUILDING SECOND BUSINESS MODELLING WORKSHOP FOR THE NETWORK OF IRECS

**April 20th 2018 at 9-1 PM in Copenhagen
Baltic Development Forum, Nytorv 3, 1st floor, DK-1450 Copenhagen**

The objective of this second business modelling workshop is to concentrate on the sustainability of the forthcoming Network of IReCs by concentrating in the issues that have not yet really been discussed in previous events. The core of the discussions will be in the financial issues, including both the cost structure and the revenue structure of the Network of IReCs. Cost structure is related to the core activities and administrative structures of the network (discussed in the first BM Workshop in Helsinki, January 2018) and financial flows, funding possibilities and pricing policies of the network will eventually form the core of the revenue streams of the member IReCs and the network.

Every IReC should send at least one responsible ILO with the needed background information and capacities to represent the regional IReC to this workshop. Person attending the Best Practices in IReC Marketing training on 19th of April can also participate in the business modelling workshop but IReCs can also send another dedicated person(s) to this event. The outcomes and conclusions from the event will be used in the Network of IReCs development.

Programme

9:15-9:30 Introduction to the day, objectives and take-aways (UTU)

9:30-10:00 Jimmy Binderup Andersen: The LINX business model – food for thought for the Network of IReCs development

Short break

10:15-11:15 Cost structure of the Network of IReCs
- Introduction (UTU) and work in groups, discussion and conclusions

11:15-12:15 Revenue streams in the Network of IReCs (external and internal financial flows) -
Introduction (UTU) and work in groups, discussion and conclusions

12:15-12:30 Wrap up and decisions, next steps

12:30- 1:30 Lunch and farewell