CONCEPT FOR
FUTURE TRENDS WORKSHOP

Deliverable D.T2.3.2

1. Introduction

3D-printing, robotics, artificial intellingence and many other – mostly technology driven – future trends are affecting AVM and CCI likewise in their daily work and both have competences and good experiences, which are sometimes complementary and supplementary.

This concept for a workshop focusing on the dimension of future trends aims to support the learning from each other and - more importantly – about each other, by sharing knowhow and experiences on at least one future trend.

It is part of a training programme in the three dimensions: "mindset", "technology development" and "future trends". The goal is to provide knowhow on industry related trends on a low entry level and with the help of additional networking/match making components bring the two worlds together and create a new collaboration along new and old value chains.

2. Trends to watch - workshop

The workshop format is a mix of keynotes for knowledge transfer in combination with networking possibilities for getting to know each other (better).

2.1. Content of the workshop

Depending on the needs of regional/national AVM and CCI, the project partner in charge identifies one trend as a topic for the workshop, for example 3D-printing in architecture.

2.2. Structure of the workshop

To getting an overview of the topic and including several points of view, at least three speakers/experts are being invited to give brief keynotes, guided through by a modertator, who is also introducing the speakers and the topic. The keynotes are then followed by a Q&A and a networking part:

- **Introduction on trend:** the first perspective should be a more general one, introducing the trend, its status quo, common ways of usage and best practice examples from the region/the country.

- **Creative view on trend:** the second perspective should describe the trend and its implications from a creative side. E.g. a creative studio, a designer, an agency or a start-up tells about his/her experiences in using or "hacking" the trend and explains common challenges etc.
- **Company view on trend**: the third perspective presents the integration of the trend into business processes of a corporate or bigger company and explains how innovation can be achieved with it.
- **Q&A**: the moderator is summarizing the inputs from the speeches and starts a Q&A session with the 3 experts after the three keynotes, also involving the audience in a discussion. Additionally the moderator can also allow 2-3 question right after the single keynotes.
- **Networking & matchmaking**: once the "official" part ended, the moderator invites the experts and participants to stay for networking and matchmaking purposes and – if necessary - guides them into another room with a more relaxed atmosphere.

2.3. Duration of the workshop

- The single sessions/keynotes should last between 15 and 25 minutes
- The Q&A part should be between 30-45 minutes
- The networking part should be planned for a minimum of 45 minutes
- The workshop in total should not last longer than two (max. three) hours, especially when it is organized online as a webinar/online meetup

2.4. Networking at the workshop

During the registration process online or at the registration desk at the event location, participants are being asked for their motivation to make it easier to get to know each other. Each participant gets a sticker/name tag that shows the name and company and e.g. three points/dots in different colours (for example blue, red, green). Each point represent one of three areas of interest: COOPERATION (participant is searching for product/service or process innovation or cooperation on a scientific project etc.), TECHNOLOGY (participant is looking for technology, prototyping, engineering etc.) and BUSINESS CONSULTING. The colours should help participants target an appropriate networking partner.

At the beginning of a networking session, the moderator introduces the concept and presents three tasks for the participants when approaching a networking partner:

1. Introduce yourself (your name and a funny/unusual fact about you)
2. How can you help your counterpart?
3. What do you need from your counterpart?

The moderator can either give participants a couple of minutes to prepare answers to these questions or just highlight it as a clue to bear in mind while networking. Also you could also add gamification aspects and use networking cards. If appropriate, the moderator can also give some additional tips for successful networking, like the following:

- Exchange contact (Facebook, LinkedIn, business cards)
- Offer your value first
- Write down what you promise
- Reserve space for the 3rd person (so others can easily join your discussion)
- Follow up after the event (within 3 days)