

INFO DAY FOR AVM – PART I

Slovakia

Version 1
07 2020

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INFO DAY FOR AVM: CREATIVITY AS A DRIVER OF INNOVATIONS.

Date: 30.06.2020

Location: zoom webinar

Project relevance: Info day for AVM (D.T3.1.4)

Participants:

// Number of participants: 18

// Participant structure:

2 AVM

5 CCI

11 other

Target groups: CCI, AVM, SMEs, stakeholders

Event

DESCRIPTION

The aim of the webinar was to present potential added value of collaborations with CCI to AVM, successful experiences / best practices of Slovak CCI and AVM companies with mutual collaborations, as well as the planned next steps (further events, provided support, time-line).

LESSONS LEARNT

Low number of participants – despite the high number of registrations for the webinar, only 18 participants took part in the webinar. In addition to that, there was a low number of AVM companies that took part in the event, even though the information was disseminated via several communication channels, including our colleagues in the regions, clusters, chambers of commerce and embassies, paid promotion via Facebook, SBA and COCO4CCI newsletter. As the real impacts of the COVID crisis only begin to be visible, we assume the low interest of AVM companies resulted from the fact that many companies face different challenges at the moment.

Length of presentations – it is important to instruct the speakers to watch the time of their presentations. As webinars are not as interactive as face to face events, to keep the participants “hooked”.

Feedback form – need to ask the participants to fill in the form as soon as possible to receive a relevant number of questionnaires



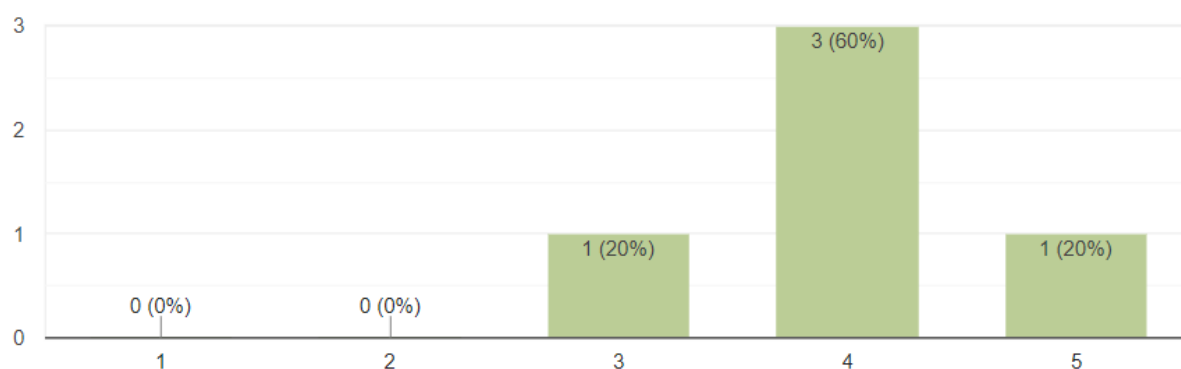
FEEDBACK

Collecting the feedback from the participants is more complicated in the case of the online events.

Despite the lower number of responses, the feedback was quite positive:

Q: how do you evaluate the quality of the event (5 is the best):

5 responses



FOLLOW-UP

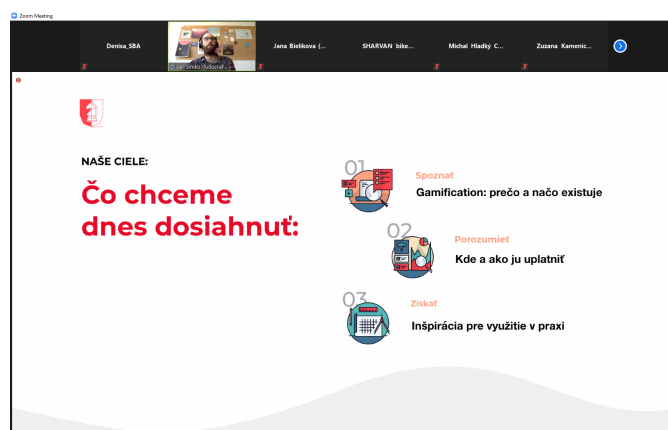
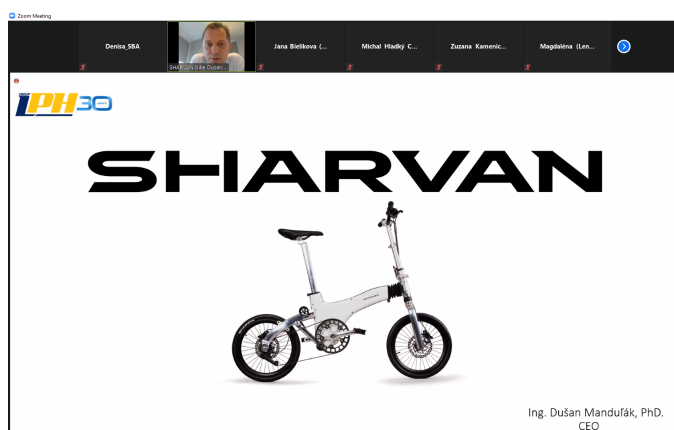
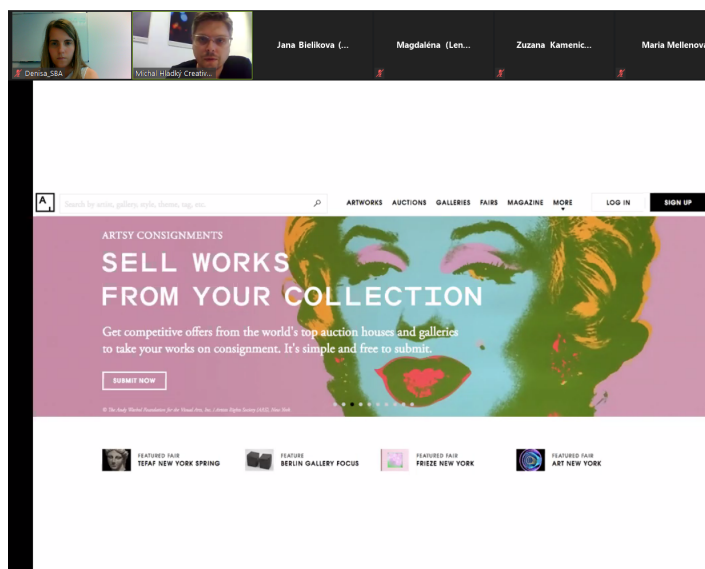
Webinar no. 2, focused on presentations of inspirational examples of how Slovak companies managed to react to the COVID crisis and financial instruments suitable for financing CCI and AVM collaborations.

OUTPUT

Online material: recording of the webinar published on the website and social media

Post on Facebook page

PHOTOS





ANNEX 1: Agenda

- | | |
|----------------------|--|
| 11:00 - 11:05 | Introduction
Jana Bieliková, Slovak Business Agency |
| 11:05 - 11:20 | Potential of CCI to create added value to AVM
Michal Hladký, Creative Industry Košice |
| 11:20 - 12:10 | Examples of successful collaboration of CCI and AVM
Dušan Mandulák, SHARVAN Bike
Oliver Šimko, Luducrafts |
| 12:10 - 12:20 | Next steps of the COCO4CCI project
Jana Bieliková, Slovak Business Agency |