



Types of FP7 events

Organisation of FP7 events (part 1)

Types of FP7 events

*INCONET EECA Training
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Presentation outline

1. Types of FP7 events
2. Areas of focus of FP7 events
3. Presentation of internal project managers at external events
4. Information days
5. Workshops with internal trainers
6. Workshops with external speakers
7. Congress



1.1. Types of events

Event Type	Preparation Time (in months)	National	Inter-national	Number of Participants						Exhibition	Possibility of Individual Contact	Objectives	
				5-10	10-20	20-50	50-100	100-200	>200				
Presentations by Internal Project Managers at External Events	0 to 2	X	X	X	X	X						Promotion of Services/ European programmes	
Information Days	4	X					X				X	Information on EU Programmes	
Workshop With Internal Speakers	1	X	X	X	X							Training and Professional Education	
Workshop With External Speakers	3 to 6	X	X		X	X						Training and Professional Education	
Company Mission to European Establishments	3		X		X						X	Information on European Programmes/Meet the European Commission	
Congress	9		X							X	(X)	X	Awareness of State of the art Technology/ Information on EU Programmes
Brokerage / Partnering Event	9		X					X		X		X	Support of Transnational Technology Transfer
Exhibition	2 to 6		X				X			X		X	Support of Transnational Co-operations
Participation at International Fairs	4 to 6		X						X	X		X	Support of Transnational Co-operations
Meetings	2 to 12		X	X	X							X	Exchange Know-how/ Stabilise Networking
Trade Mission	6 to 8		X	X	X	X						X	Support of Transnational Co-operations



1.2. Areas of focus

Event Type	Preparation Time (in months)	National	International	Number of Participants						Exhibition	Possibility of Individual Contact	Objectives
				5-10	10-20	20-50	50-100	100-200	>200			
Presentations by Internal Project Managers at External Events	0 to 2	X	X	X	X	X						Promotion of Services/ European programmes
Information Days	4	X					X				X	Information on EU Programmes
Workshop With Internal Speakers	1	X	X	X	X							Training and Professional Education
Workshop With External Speakers	3 to 6	X	X		X	X						Training and Professional Education
Company Mission to European Establishments	3		X		X						X	Information on European Programmes/Meet the European Commission
Congress	9		X							X	X	Awareness of State of the art Technology/ Information on EU Programmes
Brokerage / Partnering Event	9		X					X		X	X	Support of Transnational Technology Transfer
Exhibition	2 to 6		X				X			X	X	Support of Transnational Co-operations
Participation at International Fairs	4 to 6		X						X	X	X	Support of Transnational Co-operations
Meetings	2 to 12		X	X	X						X	Exchange Know-how/ Stabilise Networking
Trade Mission	6 to 8		X	X	X	X					X	Support of Transnational Co-operations

Presentation of internal project managers at external events

Aim: Promotion of Services / European Programmes

Target Group: Could be anybody... Experienced/Non-experienced

Advantages:

- Preparation time short (0 - 2 months)
- Opportunity to inform large numbers of people
- Additional source of income for organisation or speaker (i.e. speaker fees paid)
- Low or no costs involved

Disadvantages:

- No or little influence over who attends
- Level of existing knowledge of participants unknown



Information Days

Aim: Information on EU Programmes

Target Group: Potential clients / users of FP7; no knowledge necessary

Advantages:

- Relatively short preparation time (4 months)
- Preparation tasks shared between 2 or more partners
- Opportunity to inform larger audience (50 - 100)
- Clients attend thematic or programme workshops taking place at info days



Information Days

Advantages (continued):

- Establish contacts to new clients (clients of joint organisers)
- Opportunity to “sell” services to new clients
- Presentations by experienced companies received well (I did it & survived!)
- External speakers, especially EU project officers pleased to attend
- Cost efficient



Information Days

Disadvantages:

- Differing levels of participant knowledge
- Many participants attend, listen and leave as programmes appear too complicated
 - (Solution: Round-table discussion in smaller groups)
- External speakers (EU, NCP) have many invitations & can't accept all
- External speakers have to be asked well in advance



Workshops with internal trainers

Aim: Training / Professional Education

Target Group: Clients with basic knowledge

Advantages:

- Short preparation time (logistics - 1 month sufficient)
- Small audience
- Participants have existing knowledge
- Participants receive in-depth information



Workshops with internal trainers

Advantages (continued):

- Participants receive practical/hands-on-advice (Case Studies, Working Groups)
- Participants learn to work with others -> Team work / effort
- Contact to clients intense -> more likely to use other services in future
- Organisation costs quite low (because internal experts, existing material)
- Can be almost profitable..



Workshops with internal trainers

Disadvantages:

- Participants probably have different levels of existing knowledge
- Some participants don't have any experience - clients become frustrated!
- Intense preparation by speakers necessary



Workshops with external speakers

Aim: Training / Professional Education

Target Group: Clients with basic knowledge

Advantages:

- Short - medium preparation time (3 months)
- Small audience
- Participants have existing knowledge
- Participants receive in-depth information



Workshops with external speakers

Advantages (continued):

- Internal speakers get up-to-date info from external experts
- Contact to clients intense -> more likely to use other services in future
- Participation fees charged can be more cost-covering



Workshops with external speakers

Disadvantages:

- Participants probably have different levels of existing knowledge
- External speakers (EU, NCP) often have many invitations & can't accept all
- costs



Congress

Aim: Create awareness of state of art technology/ Info on EU Programmes

Target Group: New/old clients, decision makers, political movers & shakers

Advantages:

- Associated with high level prestige on national (sometimes international) level
- High ranking officials (EU, NCP etc.) likely to participate
- Preparation tasks shared between 2 or more partners
- Opportunity to inform larger audience (> 200)



Congress

Advantages (continued):

- Clients attend 1 or more thematic / programme workshops per day
- Establish contacts to new clients (clients of joint organisers)
- Opportunity to “sell” services to new clients
- Presentations by experienced companies are received well
- External speakers often attend



Congress

Disadvantages:

- Relatively long preparation period (9 months)
- Many participants attend, listen and decide against participating in programmes as they seem too complicated
- Level of participants existing knowledge extremely varied
- Personal contact to clients limited (restricted to coffee breaks etc.)
- External speakers (EU, NCP) often have many invitations & can't accept all
- External speakers have to be asked well in advance
- Costs for organisation relatively high (but usually sponsored...)



Thanks

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