

MANUAL FOR PILOT ACTION

TRANS³Net.show (D.T3.2.7)

Version 1
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1. Purpose of manual

The TRANS³Net.show is a low-threshold exhibition of applicable research results as starting basis for potential collaborations and establishment of trustful relations between science and industry accompanied by transfer promoters. The main challenge of a TRANS³Net.show is, to find ways and methods that foster the initiation of contacts between representatives from science and economy coming from the three different countries including their different cultural habits and languages.

Therefore, this document aims to describe the relevant content-related and organisational aspects, which must be taken into account when implementing such an event on transnational level. The document serves also as ‘manual’ for transferring the event format to further target groups and regions. It is based on gained experiences of two events organised during project runtime. The first was TRANS³Net.show about “Smart Mobility” in Děčín. The second was TRANS³Net.show about “Digitalisation of Industry-Industry 4.0” in Chemnitz.

2. Intention of the event

2.1. Objective and ‘Nature’ of the event

The Interreg Central Europe Project TRANS³Net aims to shape conditions for a well working collaboration between science and economy in the tri-national region between Germany, Poland and Czech Republic. For this purpose, the TRANS³Net.show focuses on establishing strong ties between participants from scientific organisations (universities, research institutions) and economy, (mainly SMEs). Transfer promoters are also invited by serving as boundary spanners between science and economy.

The TRANS³Net.show pursues the following objectives:

- Introduction of each participating scientist by presenting her or his available research results by means of an exhibit or demonstrator presented at an own table.
- Beginning of networking activities between participants from science and business sphere in the tri-national region border region.
- Integration of transfer promoters in organisation and implementation of the event in order to support them in exercising their cooperation in carrying out such an event on transnational level.

TRANS³Net.show takes place as a half-day event in an informal atmosphere. It is recommended to find a thematic focus that fits to the regional available branches. Smart specialisation strategies could deliver an idea. The focus of the two shows tested during project were “new and smart transport technologies” and “industry 4.0 - digitalisation”. The special feature of the event is its informal and relaxed atmosphere. There are at least three different options how to initiate first discussions between participants about available research results:

- all innovative ideas are presented in 2-3 minutes in plenary; more detailed discussion between participants takes place during exhibition
- short presentation/ elevator pitch at exhibition stands; optional with moderator
- guided tours through the exhibition with interpreters

The exhibition wants to contribute to a change in economic thinking and closer cooperation with the scientific sphere (universities and research centres). It also serves as a starting point for future cooperation and establishing of new and strong ties. A catalogue where all exhibitors presents their research or products with contact data should be compiled and available at the event for all participants to support the establishment of these contacts.

2.2. Target group of the event

Scientists and representatives from enterprises coming from the three participating regions of the project are the main target group of this kind of event. Transfer promoters active in initiating, implementing and supporting knowledge and technology transfer between science and economy are already involved during the phase of preparing the event by mediating scientists and members of enterprises who are potential participants for this kind of event. By doing this, transfer promoters already train the joint implementation of such an event.

3. Checklist for event organisation

Following tables deliver an overview about pending tasks and time horizons in preparation and organisation of a 'TRANS³Net.show' as a 'checklist'.

3.1. Schedule

The following table aims to give an overview, which tasks have to be done in advance, during and after the implementation of 'TRANS³Net.show' in order to achieve the defined objective (2.1). It serves as an orientation which content-related and organisational tasks are necessary.

Description of tasks	Time horizon
Definition of the event date and focus/issue	6 months before (at least)
Agreement on basic course of the event in terms of thematic concept, objective, applied methods, language (English or interpreters), number of participants Finish agenda and invitation	6 months before (adaption in progress possible)
Selection, <u>personal</u> approach and invitation of potential exhibitors from science and also enterprises fitting to the predefined thematic focus of the event - additional: provision of an online registration form	6 months before
Selection of venue (depending on number of participants, needed rooms and other equipment due to applied methods) suitable for the chosen thematic focus	6 months before
Determination of exhibition equipment (tables, chairs, space for demonstrators) needed by scientists or enterprises who would like to exhibit something Selection of Catering for the event Start to prepare catalogue of exhibitors	2 months before
Choice and approach of suitable moderators, photographer, film teams (as planned in the concept)	2-3 months before
Send reminder invitation to potential participants (esp. SMEs and transfer promoters) with details to exhibited research	1 month before
Preparation work: - name batches including additional information e.g. nationality, language skills - prepare evaluation questionnaire - reservation signs, directions signs - PR equipment: flag, promotional and informational materials	1 week before

- Presentation equipment: laptop, projector, projection screen, flip chart, moderation panels, standing and wireless microphones - Publication of funding sources, sponsors - other: chairs and tables as required	
event takes place	
- Documentation (minutes, photos, film etc.)	
evaluation of the event	
- survey collecting opinions of the participants (questionnaire) - follow-up of initiated contacts during the event	Directly after, until 1 week after
Post processing:	
- Distribution of documents following the event with list of participants, lectures and documentation, agreed minutes to all participants - Publication of a summary report on the website and other media	in the first week after

3.2. Applied Methods during event and its objectives

The following table lists all methods tested during ‘TRANS³Net.show’. When selecting the methods the objective of the event has to be kept in mind. The table can be seen as a proposal. Further methods can be used.

Method	Description	Objective
Presentation during a guided exhibition tour	Presentation should be carried out based on a predefined standardised procedure to guarantee that each participant of sticks to the time schedule	To initiate: • First contact and talks between representatives from the different spheres as basis for establishing a first mutual trust
Exhibition	Scientists but also enterprises get the opportunity to introduce their available research results or their current research by means of an exhibit or demonstrator	Low-threshold and more informal way to get in touch with each other, to get in a first contact and to find starting points for a potential cooperation after event
Bilateral discussions	Event should provide sufficient opportunities for getting in touch in bilateral talks	Bilateral discussions among scientists, entrepreneurs, staff of enterprises, transfer promoters aim to: • Get to know each other better • Build up collaborations • Strengthen already existing collaborations
Keynote	A keynote lecture that provides interesting information with respect to the thematic focus	To open the participants for the thematic focus and have an initial input for the discussions and exchange

4. Lessons learned from pilot action

Both TRANS³Net.shows were evaluated with a positive rating above 4 points (on a scale until 5 points = excellent). The events were generally assessed as very useful and in review the pilot action format “TRANS³Net.show” has fulfilled its purpose very well. This can be demonstrated with following positive statements:

- venue site that offered ideal opportunities: talks, posters, demonstrators and factory
- practical approach, company-university-mix
- smaller scale, not too big
- the presence of participants from 3 countries, the exchange with them, the participation on their experience
- visit in factory of the future, contacts, atmosphere, live-demos
- internationality

But, nevertheless, it is always not easy to bring science and industry together, especially not across the borders. Overall, TRANS³Net.show is in our perspective an appropriate event format to bring science and business together under an interesting topic. The venue must fit to the topic as it was the case for the TRANS³Net.show “Digitalisation of Industry” in Chemnitz. It is absolutely necessary to gain a critical mass of scientists that exhibit their research and demonstrate something tangeable. This means between 15 and 20 exhibitors are a good size. On the other hand the circle of participants must not be too big that the time of the event is not enough to get in touch with every exhibitor.

From the first TRANS³Net.show there is an example of a cooperation with Czech technical University in Prague and company Valeo that was initiated at the event. Such initiated cooperation must be tracked further and if they are successful they can advertise for TRANS³Net.

Other suggestions for improvement as lessons learned are:

- to plan enough time and opportunities for bilateral discussions
- ensure that the sound is well in the event location and space for exhibitors is sufficient
- inform the registered participants in advance about changes and updates → the better the information in the run-up to the event, the better the contact initiation can happen during the event