

# MANUAL FOR INFO DAY

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## Introduction: what is the event for?

Events are important communication tools for the purposes of a project or to support institutional image, as they involve the external context and partners through the solicitation of variously selected groups of participants. Depending on the target audience, the content and of the aims in terms of public relations, different types of events can therefore be identified.

In COCO4CCI project (WP3), the aim is to prepare two Info day, one for CCI and one for AVM (separate events, each with 30 participants) to launch the three key dimensions of the future cooperation collider concept: technology, future trends, mindset.

The general goal of the Info Day is:

- to give basic information on all three dimensions: technology, future trends and mindset;
- to give basic information on planned trainings, company visits, workshops scheduled, ...
- to track opportunities for both collaboration with CCI (in the event for AVM) and collaboration with AMV (in the event for CCI);
- To allow both groups to talk about their needs, their possible ways of cooperation and have a discussion with the project partners.

The participants in the Info Day will be for the most part entrepreneurs, managers, workers of companies in the cultural and creative sector and of advanced manufacturing, that the project partners' will have selected as potentially interested and connected to COCO4CCI project.

## Types of events:

### The conference

A conference is in the same category of events as a congress, but involves a smaller number of participants. Usually, it is the meeting of people belonging to the same organization/project or sharing a common interest, with the main goal to allow one or more specialists to report to all participants the content, programme or results of a certain activity.

Generally, it has a formal character.

Conferences are events characterized by:

- Not high organizational complexity;
- Formal and institutional character;
- A predominance of frontal content transmission;
- Costs construction depending on the key speakers' fee;
- They produce a considerable interest in the press, usually widely invited;



- Must be announced in advance;

### **The round table**

This is a meeting with a limited or even very limited number of speakers, experts from a specific sector, who discuss a topic of common interest. Usually round tables are composed by two moments: the first one is the frontal exposition of content by the invited speakers and a moderator, and the second one is the debate with the public. It is a kind of event characterized by a certain formality, but also which aims to stimulate a strong interaction between the participants and the public.

Round tables are events characterized by:

- Not high organizational complexity;
- Formal and institutional character;
- A predominance of frontal content transmission, even if open to debate;
- Costs construction depending on the key speakers' fee;
- They don't produce a strong interest in the press;
- Must be announced in advance;

### **The workshop**

Featuring a reduced number of participants, the workshop is aimed at deepening a particular topic generally of an operational nature, through the comparison and the work done during the workshop itself. This kind of event, propose itself as an open container to be filled with personal contributions and the result of interaction between moderators and actors/participants.

- A higher organizational complexity;
- Informal character;
- A predominance of networking and interactions;
- Operational goals;
- Costs construction depending on the activity and material needed;
- They produce a considerable interest in the press, usually widely invited;
- Must be announced in advance and the invitation must be personal.

### **The convention**

Conventions are different from conferences, because they are events promoted by top management of public or private organizations, with the aim of sharing new ideas or internal problems (goals, explanations, socialization) and external ones (brand awareness, know-how, new product launches, etc.). The purpose of a convention is exchanging knowledge in non-scientific subjects, as in the case of company conventions (meetings, interviews, meetings, presentations). A convention could be prepared not just with the aim of sharing information, but also discovering new ideas and being inspired. They are events of great importance for the cultural growth, economic and scientific development for people of every age, allowing the sharing of thoughts and ideas even among different cultures and nations. Conventions therefore represent an



important moment for sharing idea, to tell something or tell about oneself, both socially and professionally. Occasionally participants choose to dress in a particular way depending on the theme of the event.

## HACKATON

More details on the event...

## BOOTCAMP

More details on the event...

## PechaKucha

PechaKucha (Japanese for “chit chat”) is the world’s fastest-growing storytelling platform. Global innovators use the PechaKucha platform to create powerful, visually-compelling stories that move audiences in less than 7 minutes. PechaKucha is a “Show and Tell” format very easy and stimulating in innovative context.

It works with the presentation of 20 slides and 20 seconds of commentary per slide. That’s it. Simple and engaging. Spurring authentic connections. PechaKucha is the ideal tool to share passions and drop some knowledge.

Example of format use PechaKucha:

PechaKucha Nights. People share hilarious, heartwarming, tear-jerking PechaKucha presentations at brick & mortar venues around the world. This is an open format where anyone with something to say can present. It is not a space only for professional public speakers here. Audiences at PK Nights range from 50 to 5,000.

PechaKucha for Business. Companies around the world use PechaKucha as a simple and nimble way to inform and spark co-worker connectivity. Whether it be onboarding new employees, explaining a complicated company project, or to share company happenings PechaKucha helps businesses keep talking at a minimum and employee engagement at a maximum.



## Check-list and to-do-list in event management

Designing an event means identifying, in advance, the tools that allow a correct management. In this meaning, therefore, it is suggested to draw up a matrix, that is a simple scheme in which to identify:

- The goals to reach;
- The activity to be carried out;
- The place or supplier;
- The manager and any collaborators;
- The timing

Example: organization of a conference for January 30th.

Goal	Activity	Place	Dead-line	Responsible	Collaborators
30 participants	Room booking	Hotel Etruria	14/01/2020	John	Lucy
Hospitality	Catering	Pronto Lunch	10/01/2020	John	Laura
Communication	Produce Flyers	Print & co	15/12/2019	Stuart	Ginevra
Ecc.					

The information reported here are considered essential, but it is appropriate to prepares the matrix on base of own experience and personnel and type of event, which can be more or less complex.