

Online conference

the Good, the Bad & the To-do

ACTIONS FOR INDUCING SME GROWTH AND INNOVATION VIA THE ECOC EVENT AND LEGACY

The project utilises the **European Capital of Culture (ECoC)** event and its potentials to strengthen and diversify local SMEs by facilitating innovative cross-sector cooperation and networking.



Pros

- ✓ Cheap, easy & handy
- ✓ Easy to keep recordings
 - * Ask for permissions first!
- ✓ Interreg exchange at your fingertips



Cons

- ✗ Distractions & technical disruptions
- ✗ Lack of informal exchanges between participants
aka the "coffee break chat"



1

Engage each participant group in a short time

- Assign roles
- Interactive features (polls)
- Switch presenters



*staying ~~alive~~,
staying ~~alive~~* *awake*

2

Prolong your audiences' attention span

- Different faces
- Different voices
- Different tones



3

An agenda is already too long

- 1 introduction
 - 2 ~~_____~~
 - 3 ~~_____~~
 - 4 ~~_____~~
- 

List catchy and relatable key points

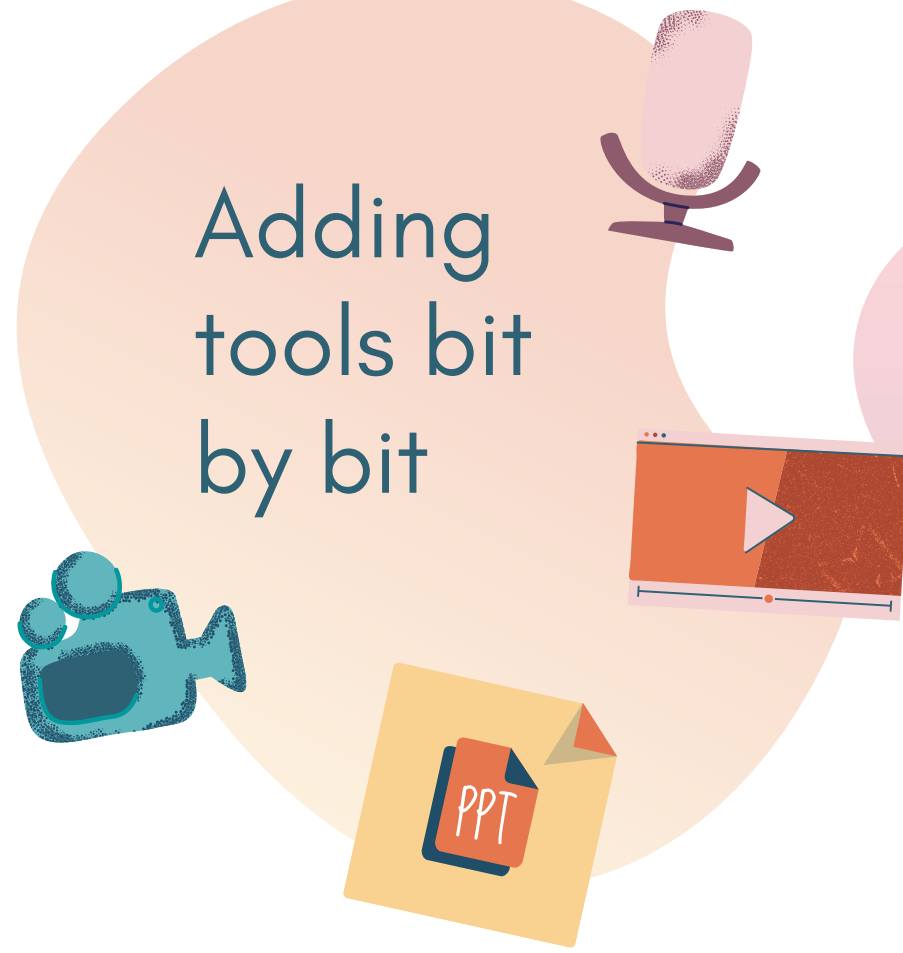


4

A smaller group



Adding tools bit by bit



A shorter meeting



START SIMPLE

5 FACILITATE INFORMAL EXCHANGE

Always have a

plan B



Thank you!

any question?

