

CROSS-BORDER SEMINAR FOR HUB MANAGER

in the framework of the “CREATIVE CAMPS” project financed by the European Union under the Interreg Programme VA Italy-Greece 2014-2020

TRAINING PROGRAM

A. CALENDAR

TOPICS	TRAINER	HOURS	DATE	TIME (Italian)
<i>1st Seminar: HUB Management and Development</i>				
Team Management	Anna Thomlinson	4	3 June	9-13 am
Business Networking	Giordano Dichter	4	4 June	9-13 am
People Networking	Jouneidi Abderrazak	4	8 June	9-13 am
Business Development	Thomas Strodbeck	4	11 June	9-13 am
<i>2nd Seminar: Service Development</i>				
Customer Engagement	Thomas Strodbeck	4	15 June	9-13 am
Cultural Activity Development	Vittorio Simoncelli	4	18 June	9-13 am
Public Relation and Communication	Anna Thomlinson	4	22 June	9-13 am
Foundraising	Chiara Campanale	2	23 June	10-12 am
Cross-Innovation	Jouneidi Abderrazak	4	25 June	9-13 am
TOTALE ORE		34		

B. TOPICS

1) *Hub Management and Development*

a. **Team Management**

This session is aimed at supporting the hub managers in defining tasks, roles and human resource organization on the basis of the services and of the activities that the hub will undertake. Starting from the description of the hub’s activities, and from the expectations of the defined users, we will support the hub managers in defining the “what is needed” in terms of human resources and how to ensure coordination and motivation among the staff.

b. **Business Networking**

Networking is vital for the hub if it wants to make a difference for the users at hand. To this end, networking needs to be focalized on creating advantages for the creative people that the populate the hub, ensuring



that opportunities for their business development are brought to them. This session will therefore provide the managers of the hubs the tools to make the proper connections to support business development of creative people and their businesses.

c. People Networking

A creative hub is as good as its capacity to animate the community of creative that is drawn to it. Internal and external animation is key to leverage on the potential of creative to create novelties, new collaborative projects and to develop opportunities. This workshop will provide key elements to ensure internal (among the community) and external (with external players) networking for the benefit of the creative communities.

d. Business Development

Business development is a fundamental aspect of any creative hub, as it effects directly its impact in and out of the community and it provides for higher chances of self-sustainability. This session will therefore support the creative hubs in learning about the existing methodologies of business development tied to the mission of the hubs and to the activities it is set out to do, to enhance creative thinking and entrepreneurial building.

2) Service development

a. Customer engagement

Key to the impact of a creative hub is the community of creatives itself, the one it targets and is able to involve in its programs and services. Generating a pipeline of demand for its services becomes therefore a quintessential part of its action. However, to do so, the hub needs to engage with customers and users to allow it to get feedback on its actions and services and to act upon it with a mindset of continuous improvement. This session will analyze therefore the role of the users and clients of the hub in defining the services to build and will provide methodologies to enact the processes.

b. Cultural activity development

Creative hubs need to involve the community of creatives within the development of their cultural activities, to ensure that these represent in full the needs of the targeted users. Building proper cultural activities has ties with the PR and communication strategies as well as with the build-up of networking opportunities. This session will help hub managers to think about the creation of specific cultural activities, and how to use them to leverage opportunities for creatives.

c. Public relations and communication

Building a proper communication plan is of utmost importance, as the future of the hub and of the creatives it networks, may very well depend on it. Understanding how to get involve in the proper public relations is



also very central. To this end, promoting the hub and the community of creatives is key, and this can be done through various means, from mainstream channels to social media campaigning, from press releases to events, and more. This session will focus on the creation of the right strategies for the Hubs, to ensure benefits for the creative community.

d. Cross innovation

This session will focus on how people in the creative sector can intercept the demand for innovative creative solutions in other sectors (especially the agrofood sector) and how can the creative hub help them achieve this through the organization of specific programs and actions. Specifically, methodology to secure the right partnerships with the private sector will be discussed, as well as the elements of programs designed for the purpose.

e. Fundraising

This session will focus on financial opportunity form Public Found and Programme and seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.

C. TRAINERS

- **Giordano Dichter** is an expert in ecosystem and business development who continuously delivers support to a wide multitude of actors in private sector development. He is specialized in supporting actors worldwide in creating and delivering entrepreneurship support services to startups and SMEs
- **Vittorio Simoncelli** has over 20 years of experience in supporting SMEs to innovate and internationalize. He has managed the network of business incubators of the Basilicata Region and designed and operated the cultural and creative incubator in Matera.
- **Tom Strodbeck** is a mentor and advisor to startups, a pitch coach, and three times a company founder. He was director of training and international programmes for the National Business Incubation Association (NBIA), a network of over 800 entrepreneurship programmes worldwide.
- **Anna Thomlinson** is an expert in motivating teams, creating and implementing changes to a company's internal operations for company stability and growth, and of course in creating education programmes for startups and innovators.
- **M. Jounedi Abderrazak** is an engineer, an international senior consultant, the founder of the Global Acumen S.A.R.L and a teacher at master's level for the International Affairs Management Departments in several Business schools in Paris (EBS, EDC, etc).
- **Chiara Campanale** is an expert in marketing, technical and financial EU planning and management, as well as monitoring and reporting of complex projects funded by ESF - ERDF – IPA.