

# CONCEPT OF GUIDED VISIT TO AVM COMPANY

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Deliverable D.T2.3.4  
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## Introduction

The goal of the company visit is to tear down the stereotypes about the AVM companies and create a learning experience for the CCIs. It is an opportunity to get better insights into the production site, see the latest technology and get to know the processes at an AVM company.

These guidelines should help prepare the organisers (COCO4CCI project partners) for this event so the host (AVM company) and the attendants (CCIs) would get the most out of it.

Guidelines will be prepared as a checklist with tasks the organisers should not forget to think about or to prepare.



## How to prepare a guided visit in an AVM company for creatives?

The organisers of a guided visit are the COCO4CCI project partners. The organisers have to take in account both the view of the AVM company and the view of CCIs to be able to prepare a mutually useful experience.

### What will it bring to the AVM company:

- new ideas for their business from people with a different point of view,
- new partners - creative people interested in their business,
- potentially, new customers.

### What will it bring to the CCIs:

- opportunity to see a modern production site,
- possibility to see the latest technology in action,
- new ideas for their work from people with a different point of view,
- potentially, new customers.

Recommended length: 3-4 hours

Recommended number of participants: maximum 20

Place: AVM company site

### What it will cost:

- Time for preparation and the event itself
- Travel costs - for the organisational team and for the participating CCIs
- Costs for small snacks and refreshments
- Marketing costs - photographer, invitations, social media, ...
- Promotional gifts (optional)

Some costs can be shared with the hosting AVM company (snacks, marketing, gifts), some are based on the agreement with the participating CCIs (travel).

### Before the visit:

- Select a representative AVM company:



- experienced one in cooperation with CCI or one involved in the COCO4CCI project with its` challenge,
  - opened to and interested in new ideas and collaborations,
  - working with new technology that is available to see on the company site (clear added value for the participants),
  - with security precautions allowing the visit,
  - with a communicative manager able to speak about the company and it`s processes in a comprehensible way.
- Learn as much as you can about the company - visit their website, check their social media platforms, read their annual reports, articles, press releases...
  - Connect with the selected AVM company management, offer them this event and learn about their expectations. Together define the goals of the visit and set a suitable date for it.
  - Identify the relevant type of CCI you and the AVM company would like to attract and create a database of CCIs you might invite - connect with universities, studios, co-working spaces, umbrella organisations - participants of the COCO4CCI training workshops.
  - Create a program for the event and set up the agenda.
  - Send an invitation with registration instructions.
  - Promote the event on social media and try to target the relevant type of CCI.
  - Make the necessary travel arrangements.
  - Hire a good photographer, inform the AVM company that you will take pictures and make necessary GDPR arrangements. It will be great if you also make a video with statements from the AVM company and the participants.
  - Send a final agenda to the participants and do not forget to mention the dress-code - usually business casual.
  - You might as well send some basic information on AVM sector as such to the participants (for example 25 words about AVM from the „Whole-brainer“ brochure).

#### **Create a program:**

- Time of arrival - take into account the time needed for security precautions at the AVM company
- Short presentation about the COCO4CCI project



- Short presentation about the AVM company by its manager
- Walk around the floor, visit to the production site
- Discussion - this can be provided in 2 ways:
  - Brainstorming on how the host and the participants can benefit from a possible cooperation
  - Company challenge - the host presents a specific challenge and asks the participants for ideas on how they would deal with it (you can prepare a playbook to use while this process)
- You can combine the guided visit with another COCO4CCI event, for example one of the dimension workshops (D.T2.3.2).

#### **What should the AVM company talk about:**

- Company's vision, culture and environment
- Important projects
- Key products
- Challenges they face and could be addressed by the cooperation with CCI
- Advanced manufacturing and technology they can offer
- Plans for the future

Communication about the event is essential - do not forget to take photos, make short videos of statements, write down quotes.

#### **After the visit:**

- Inform about the outcomings of the event on social media, share pictures and a short story.
- You might write an article on the visit and upload it to the COCO4CCI tandem website.
- Send a thank you email to the hosting AVM company and to the participating CCIs. Share the contact information on the AVM company and the list of the participants with their contact details.
- Prepare and send out a short online feedback survey for the participants.
- Reach out to the AVM company to get to know their feedback.
- Do not forget about the internal feedback, what was good and what you can make better next time.



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- Plan potential follow-up activities.
  - Stay in touch to get to know about the upcoming collaborations.

**Source:**

<https://www.commerce.virginia.edu/sites/default/files/CCS-Documents/form--the%20office%20visit.pdf>

<https://bottudelft.nl/company-visit-day/>