

INFO DAY REPORT

Report

Version 1
10 2020



A. Description of the event

MAIN INFORMATION

Date: September 30, 2020

Location: Art Academy in Szczecin, Szczecin, Poland.

COCO4CCI Information Day in Poland, organized by the Academy of Art in Szczecin, due to the situation related to COVID-19, was conceived as a series of online and offline meetings that will take place in October and November.

The inaugural meeting took place on September 30, 2020. The event was organized with severe COVID-19 restrictions. A limited number of registered participants were admitted to the site.

AGENDA

The event was opened by the presentation of the COCO4CCI project by dr. Magdalena Małachowska, COCO4CCI project manager from Art Academy in Szczecin. In this part the cooperation collider, with particular focus on the upcoming call for CCI for the pilot action was presented. The audience consisted of representatives of the CCI, AVM and representatives of regional authorities and institutions.

Then an interactive survey was conducted among the participants of the meeting. Concerning the awareness and types of cooperation between CCI and AVM, regional policy, directions of development as well as mutual perception between industries.

The culminating point was Zuzanna Skalska's lecture entitled "Legacy. Let's Care for Our Heritage", extremely inspiring, just like Skalska herself, which inspires leaders and decision makers to innovate uncompromisingly by transcending the perspectives of multipolar complexity. He acts as an advisor on Strategic Trends in the field of innovation for enterprises, public institutions and non-governmental organizations. Her passionate approach and commitment motivate companies to act immediately.

During the meeting, additional information about the participants was also obtained: direct contact information, company details.

NUMBERS

Number of meeting participants: 45

Number of direct e-mails (invitations) sent: 270

Total activity through Eventbrite.com: 314 reached / 87 shares

Total activity through social media (as a posts): 57 reached / 8 shares

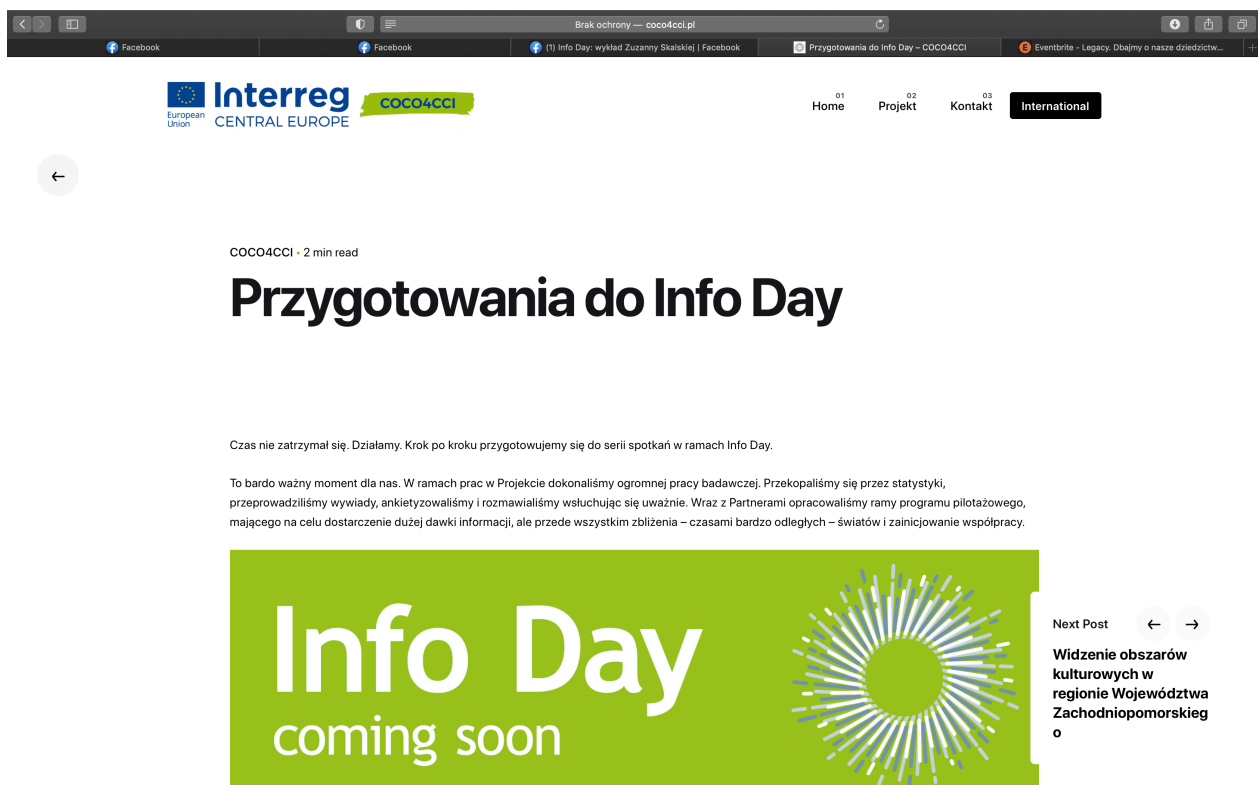
Total activity through social media (as a event): 116 reached

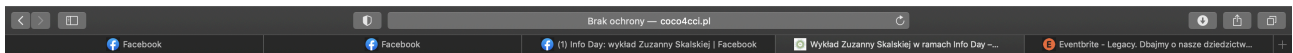


B. Promotion of the event

1. On Facebook fanpages:
 - COCO4CCI Polska
 - Academy of Art
 - CPK
 - Specialization "design"
2. On the regional website of the COCO4CCI Project.
3. Via Eventbrite.com - ticket booking service
4. Direct mailing

C. Screenshots



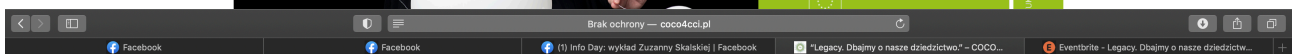


COCO4CCI • 1 min read

Wykład Zuzanny Skalskiej w ramach Info Day



Next Post
← →
Przygotowania do Info Day



COCO4CCI • 5 min read

"Legacy. Dbajmy o nasze dziedzictwo."

Już za dwa dni odbędzie się pierwsze z zaplanowanych spotkań w ramach Info Day. Zaczynamy silnym akcentem – wykładem z Zuzanną Skalską.

Skalska inspirowała liderów i decydentów do bezkompromisowych innowacji poprzez przekraczanie perspektyw wielobiegowej złożoności. Działa jako doradca ds. Trendów Strategicznych w zakresie innowacji dla przedsiębiorstw, instytucji publicznych i organizacji pozarządowych. Jej pełne pasji podejście i zaangażowanie motywuje firmy do natychmiastowego działania.



Next Post
← →
Wykład Zuzanny Skalskiej w ramach Info Day



