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**SLOVAKIA**

**Version 1**  
**07**  
**2020**

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Contributor(s): Jana Bielíková



# INFODAY FOR CCI 1

**Date:** 22nd of July 2020

**Location:** Online seminar (Zoom)

## Project relevance:

WP T3 - D.T3.1.4 - Infoday for CCI and for AVM

## Participants:

// Number of participants: 8

// Participant structure:

0 AVM

8 CCI

Target groups: CCI, artists, innovators, production companies

## Event

### DESCRIPTION

First online infoday for CCI. The webinar was an accompanying event to the open call for CCI, which was open until 14th of August 2020. Žofia Teplická as the project manager for COCO4CCI in CIKE informed participants about the COCO4CCI project and the open call for CCI - what do we offer, what are the deadlines and what results do we expect from the project. Michal Hladký, director of CIKE, gave an inspirational talk on the added value that the CCI sector can bring for the AVM sector. Participants took part in two interactive activities - we asked them to write down in



Jamboard the characteristics of the AVM representatives and companies and prepared a poll to map their knowledge on the business model canvas (as a preparation for the PREP-STEPS workshops).

## LESSONS LEARNT

CCIs see the AVM companies and their representatives as:

- modern, innovative and not afraid of change
- rational, systematic and pragmatic
- using advanced technologies as AI, big data, 3D printing, CNC, IoT
- using local sources and operating on global market
- competitive sector
- innovative with their own R&D and quickly developing prototypes
- using design thinking methods
- looking for expenses reduction

Only 4 participants took part in the poll mapping their knowledge on business model canvas. Although the results are not representative, the topics of key sources and costs structure are the ones they have the smallest knowledge of.

## FEEDBACK

Only one participant filled out the feedback Google form with these results:

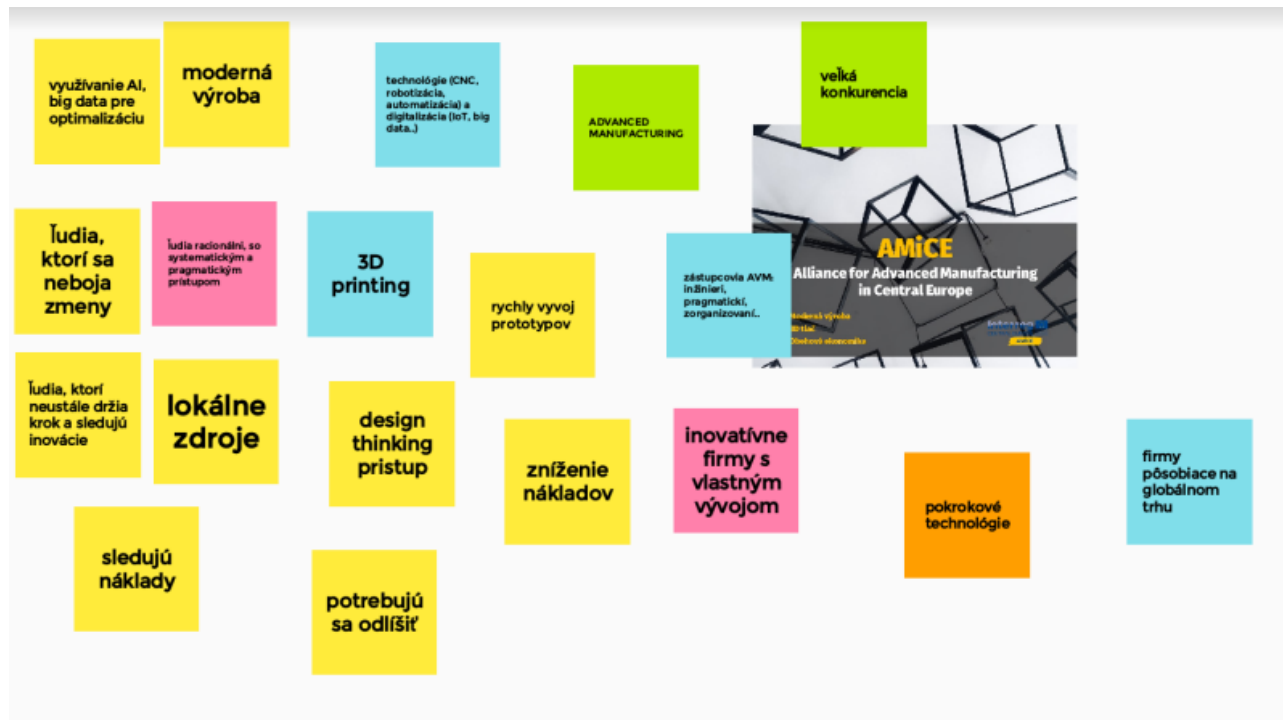
- the overall quality of the event was great
- the content of the event was quite relevant to his/her business/activities, it almost matched his/her expectations
- he/she does not plan to take part in the open call for CCI, because it is not relevant for him/her (he/she is not the target group)

## FOLLOW-UP

We send the registered participants the Wholebrainer brochure and the link to the open call for CCI.

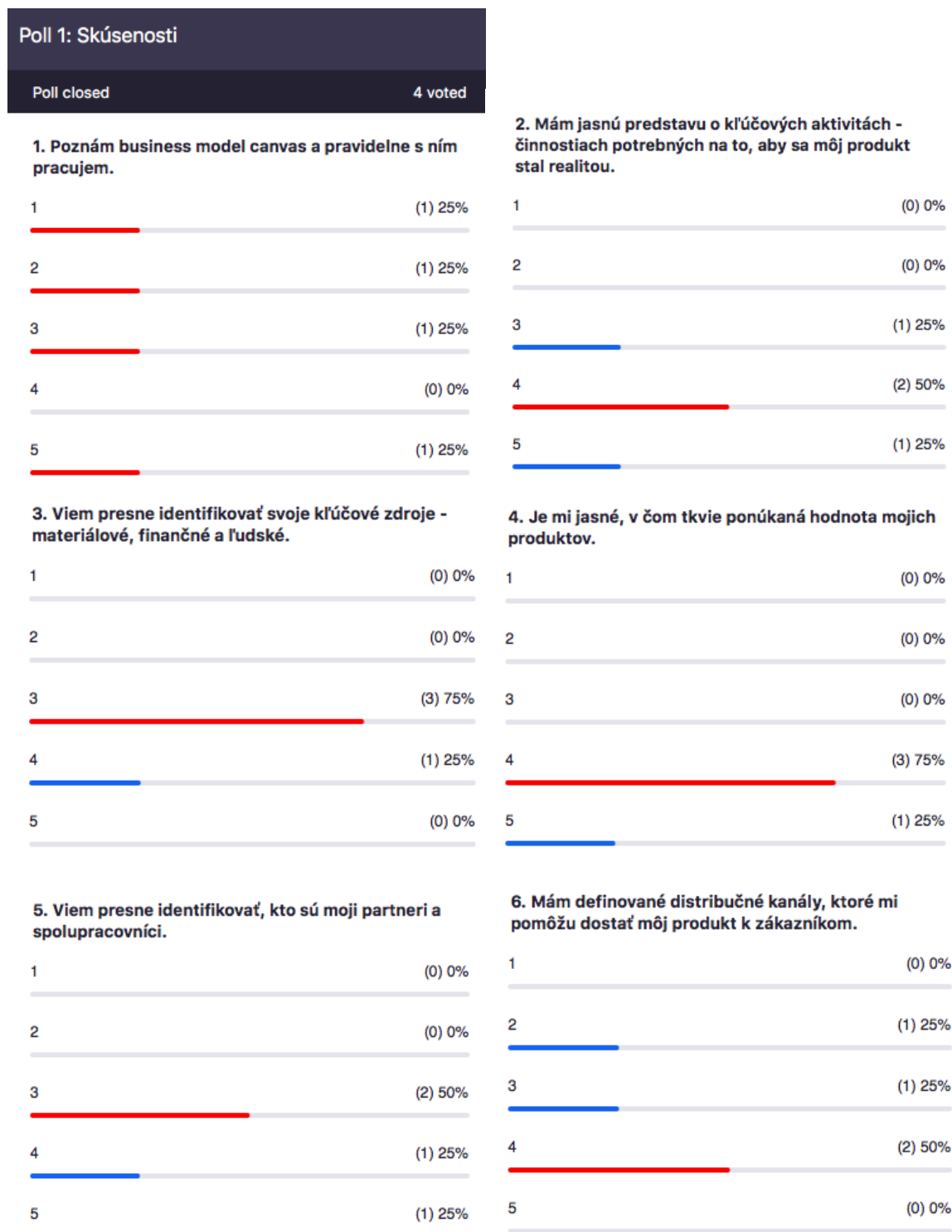
## OUTPUT

Jamboard on AVM characteristics:





Poll results:

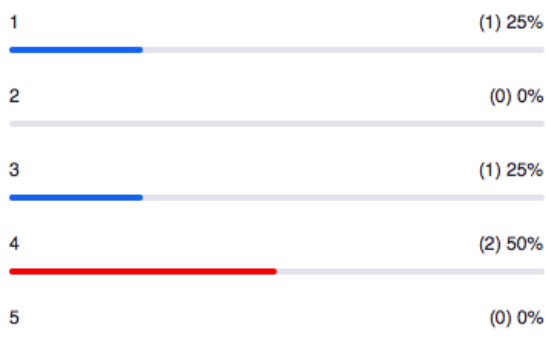




**7. Rozumiem rozdeleniu mojich zákazníkov do  
zákazníckych segmentov a čo ich charakterizuje.**



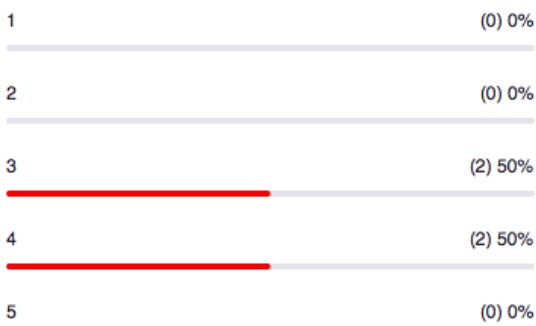
**9. Viem presne, aké budú moje náklady a akú majú  
štruktúru.**



**8. Mám jasne premyslené, ako chcem udržiavať  
vzťahy so svojimi zákazníkmi.**



**10. Je mi jasné, čo sú pre mňa zdroje príjmov, ako a  
za čo moji zákazníci platia.**





Online material: FB event, FB posts, Instagram stories

**Infoday pre kreatívcoi**  
22. Verejná · Usporiadateľ: CoCo4CCI Slovakia, Slovak Business Agency a Creative Industry Košice

★ Mám záujem   ✓ Zúčastním sa

🕒 Streda 22. júla 2020 o 10:00 – 11:00  
približne pred 2 týždňami

🌐 Online podujatie

🗨 Hosted by CoCo4CCI Slovakia  
Zvyčajne odpovedá do jedného dňa

Message Host

Informácie   Diskusia

**Creative Industry Košice**  
21. júla · 🌐

V rámci projektu CoCo4CCI Slovakia, ktorý prepája kreatívny a kultúrny priemysel s výrobnými spoločnosťami, prebieha práve open call pre umelcov, dizajnérov, kreatívcoi...Jednoducho, ak si tvorivá duša, this is something for you! 🤖

Pre viac info sa k nám pridaj zajtra o 10:00 a povieme ti bližšie info. ✨

#coco4cci #infoday #CCI #AVM

ST 22. 7.  
**Infoday pre kreatívcoi**  
Online podujatie

👤 Natália, Denisa a ďalší priatelia (4)

👍 Vy a 2 ďalší

👍 Páči sa mi to   💬 Komentovať

Platforma pre kultúrny a kreatívny priemysel

Domov  
Príspevky  
Recenzie  
Fotky  
Informácie  
Komunita  
Skupiny

Vytvoriť stránku

👍 Páči sa mi to   📡 Sledované   🔄 Zdieľať

**Platforma pre kultúrny a kreatívny priemysel**  
21. júla · 🌐

VÝZVA A INFODAY OD CIKE & SBA

📢 Zachytili ste ? Creative Industry Košice a Slovak Business Agency pokračujú v aktivitách projektu CoCo4CCI Slovakia, tak nepremeškajte ich výzvu „AVM priemysel čaká na kreatívne riešenia // open call pre kreatívcoi“, ktorá je otvorená do 31. júla 2020.

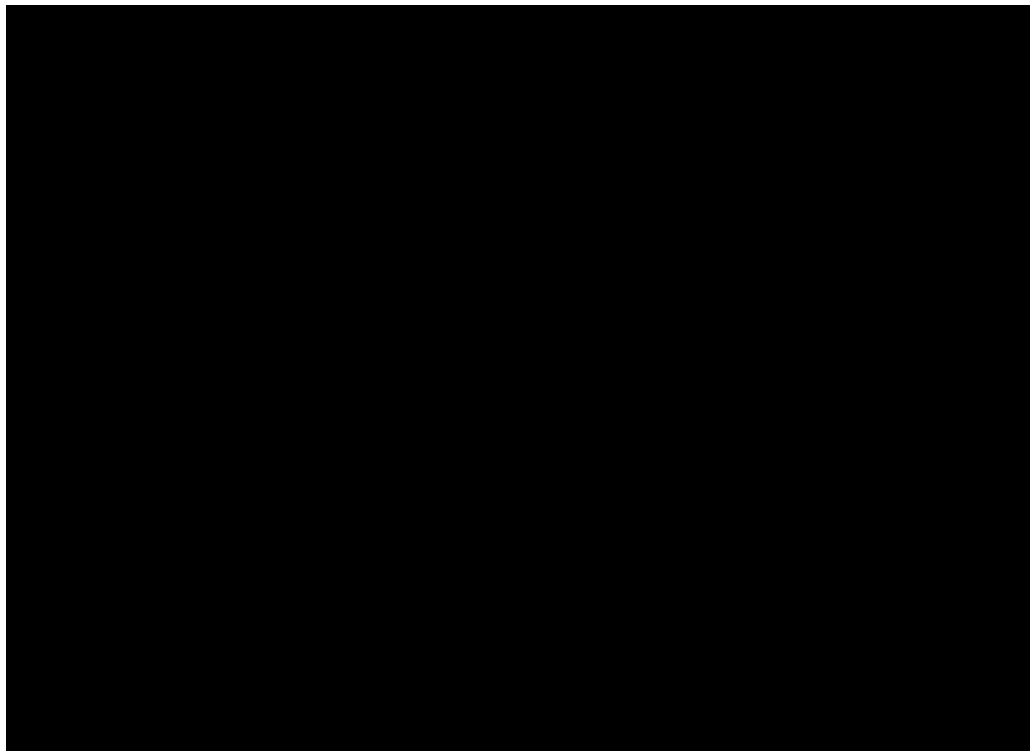
Viac o výzve tu: [https://www.cike.sk/.../avm-priemysel-cka-na-kreativne-ries...](https://www.cike.sk/.../avm-priemysel-cka-na-kreativne-ries.../) 🤖

! Bližšie informácie k výzve sa taktiež dozviete aj na zajtrajšom online podujatí Infoday! Viac info 📢

ST 22. 7.  
**Infoday pre kreatívcoi**  
Online podujatie

👤 Natália, Denisa a ďalší priatelia (4)

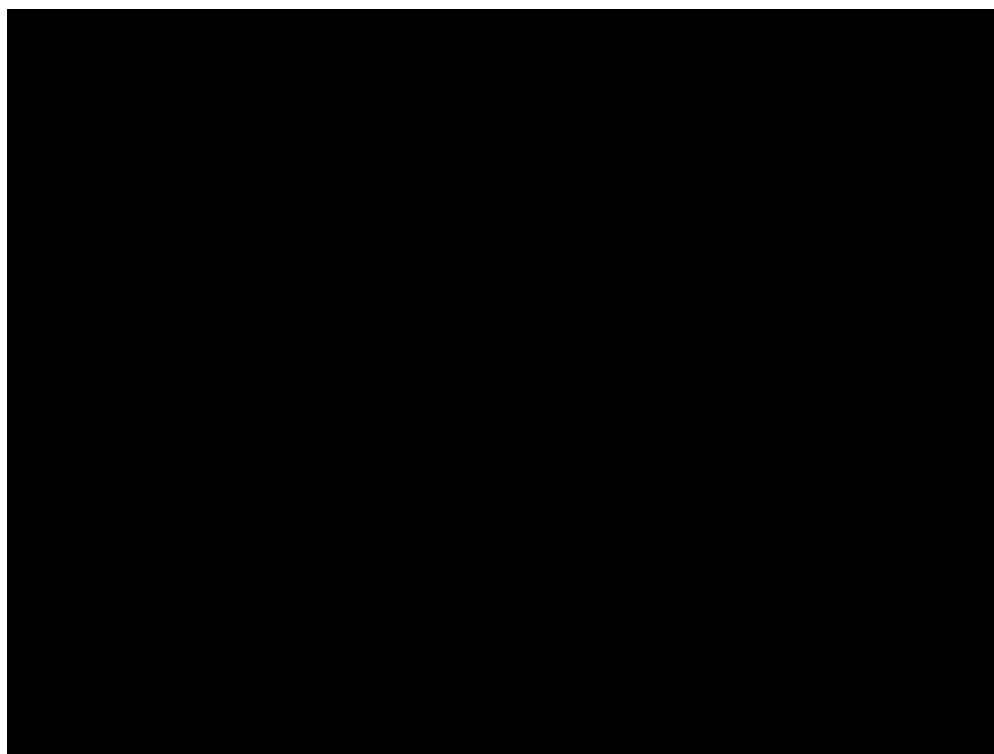
👍 Vy a 1 ďalší







## PHOTOS



Natália

Jana Bielikov...
mjanosik
denisa
Lubica Sema...

Recording...

Participants (7)
 Search

- Natália (Host, me)
- Creative Industry Kosice
- denisa
- Jana Bielikova (SBA)
- Lubica Semanova - Lubkasabi At...
- Ondrej Koščík
- mjanosik

Invite
Mute All
More



10:00 – 10:10

Welcome, Žofia Teplická, Creative Industry Košice

10:10 – 10:25


The potential of creative industry to bring an added value for manufacturing sectors, Michal Hladký, Creative Industry Košice

10:25 – 10:50


COCO4CCI project presentation and informations on open call for CCI, Žofia Teplická, Creative Industry Košice

10:50 – 11:00



Discussion

Natália Centk...

Jana Bielikov...
mjanosik
denisa
Lubica Sema...

Recording...

**AGENDA**


10:00 - 10:10	<b>Uvítanie</b> Žofia Teplická, Creative Industry Košice
10:10 - 10:25	<b>Potenciál kreatívneho priemyslu prinášať pridanú hodnotu pre výrobné sektory</b> Michal Hladký, Creative Industry Košice
10:25 - 10:50	<b>Predstavenie projektu COCO4CCI a informácie o výzve pre kreatívny priemysel</b> Žofia Teplická, Creative Industry Košice
10:50 - 11:00	<b>Priestor na diskusiu</b>


TAKING COOPERATION FORWARD

4