



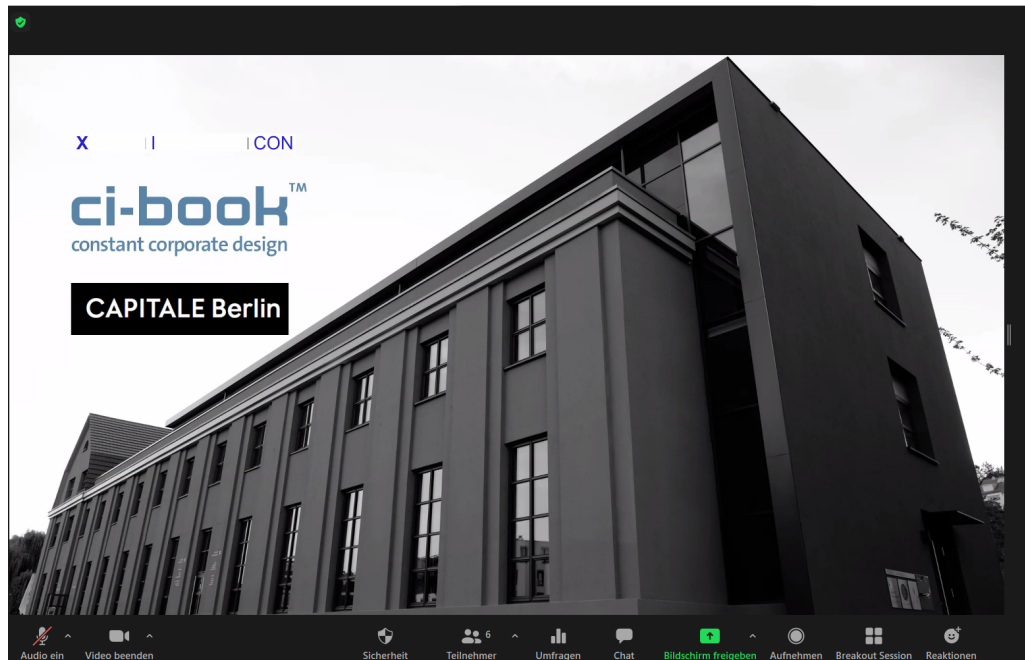
# EVENT REPORT


















































## Event: COCO4CCI Cooperation Sprint - Dimension Workshop “Future Trends”

<b>Date of Event:</b>	2 <sup>nd</sup> of February 2021
<b>Location:</b>	Online via Zoom
<b>Status:</b>	/ ended
<b>Partners Involved:</b>	HdM Stuttgart and bwcon
<b>Relation to Project:</b>	D.T3.2.1 DIMENSION Workshop 2. Future Trends (meet the expert)
<b>Event Website:</b>	<a href="http://cocobw.de">http://cocobw.de</a>
<b>Description/Details:</b>	<p>In the framework of the pilot activity, named “Cooperation Sprint”, bwcon and HdM offered two dimension workshops (part of D.T3.2.1). In particular, on the 2<sup>nd</sup> February a workshop on Future Trends with an Expert was organized to show participants possible best practices in the cooperation among CCI and AVMs.</p> <p>The workshop was organized online. Pietro Tiscari, CEO of brandsurf was invited as expert to give an inspirational talk based on his experience in the cooperatios with creatives and software developers.</p> <p>Founded as a joint venture in 2020, brandsurf combines expertise in the areas of design and brand strategy, process optimisation and organisational design, as well as software development and multi-channel publishing.</p> <p>brandsurf was born out of the realisation that the demands on marketing and communication are increasing in an increasingly digital world. There are more communication channels, a higher speed of communication and a flood of images, videos and texts.</p> <p>Most companies are not sufficiently equipped for these challenges. There is usually a need for action in several areas. Starting with the suitability of the corporate design for multi-channel communication, to the efficiency and effectiveness of organisational structures, to the description of processes and workflows and the systems required for this.</p> <p>brandsurf offers custom-fit solutions for the optimal creation and playout of content related to marketing and communication.</p> <p>The expert, already CEO of the company d.serv, a platform for multi-channel publishing with the cloud solution ci-book™, explained how his new company “brandsurf” was born out of a cooperation with different creatives in order to offer the final customer a complete digital process covering all the aspect of the value chain.</p> <p>The participants in the workshop were able to interact with the experts and ask questions on how such cooperation among AVM and CCI can be created and cultivated.</p>



Annexes (photo,  
participant list,...)



- |   |   |  |   |
|---|---|--|---|
|  Lisa Lang (Co-Moderator, Ich)   |   |  Diana (Gast)           |     |
|  Simona Pede (Host, Gast)        |   |  Dung Nguyen (Gast)     |     |
|  Magdalena Weinle (Co-Moderator) |   |  Jess Arcenas (Gast)    |    |
|  Astrid Somer (Gast)             |   |  Karolina Hammer (Gast) |     |
|  Dennis (Gast)                   |   |  Lea Mayer (Gast)       |     |
|  Wolfgang Himmel (Gast)          |   |  Philipps Phone (Gast)  |     |
|  Anne Sillmann (Gast)            |   |  |   |
|  Philipps Phone (Gast)           |   |  |   |
|  Yvonne Schade (Gast)            |   |  |   |
|  Dung Nguyen (Gast)              |   |  |   |

Type of audience  
reached (project  
target groups)

CCIs and AVMs

