

# MINDSET PREPARATION WORKSHOP

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Italy

Version 1  
03 2021

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# MINDSET PREPARATION WORKSHOP

**Date:** 30 March 2021

**Location:** Webinar

## Project relevance:

This webinar is foreseen within the piloting activity “Re-thinking International Business Meetings” and is based on the concept for the mindset workshop (D.T2.3.2). The piloting is described in D.T3.2.1.

## Participants:

// Number of participants: 30 (including 4 Siav Staff members, 1 for Unive and the coach Mike van der Vijver).

// Participant structure:

5 AVMs (please note: 2 representatives for MCA Digital and 2 representatives for Orved SpA)

16 CCIs

Target groups AVMs:

2 serigraphs

2 Food Processing

1 Producer of professional industrial kitchen

1 Metalworking

Target Group CCIs:

6 experts in communication and marketing

6 experts in media, film and video production

4 experts in export and training services

## Event

### DESCRIPTION

The event is the first of the 3 workshops dedicated to CCIs. Given the huge importance of the Mindset theme and the fact that both AVMs and CCIs need to set common goals, we decided to extend the participation in this workshop also to AVMs.

Even in the 3 videos we made - as part of the online materials - the experts we convened reiterated the importance of aligning priorities and standardising approaches between CCIs and SMEs.

For these reasons it was decided to include this meeting at the beginning of the Piloting process: “Re-thinking International Business Meetings”, developed with the guidance of the coach Mike van der Vijver.



The first part of the meeting, after an initial phase of brief introduction of COCO4CCI project, presentation of the participants (both CCIs and AVMs) and of the objective of the piloting activity called “Re-thinking International Business Meetings”, focused on the following themes:

- The meeting as a form of communication;
- Effective communication in meetings;
- Critical factors in international communication during meetings.

In the second part, the following topics were discussed:

- Cultural differences and stereotypes;
- Managing the expectations;
- The role of technology.

Naturally, the next steps of the piloting will focus on topics of interest to the participants and will encourage match-making.

## **LESSONS LEARNT**

We have chosen to run a piloting aimed at companies that are particularly suited to exporting products and services at international level, or that wish to expand their customer base and expand into foreign markets. This led us to discover the need to adapt new communication channels to digital platforms, which have seen an exponential increase in their use over the past year.

The value of creativity in both adopting new communication skills and fostering a resilient response to new market demands is proving to be a promising glue between the world of manufacturing industries and the cultural sector.

One of the main inputs emerged is that a proper communication, at the digital level should respond to the criteria of the 3 Es:

- Effectiveness
- Efficiency
- Good Energy management

## **FEEDBACK**

Participants in the meeting, both from the side of cultural and creative professionals and from the side of manufacturing companies, were open to exchange and eager to deepen their mutual knowledge. This gives us confidence for the success of the next steps of the piloting process. In detail participants appreciated in particular the interactive and creative formula and approach adopted by the coach during the webinar.

## **FOLLOW-UP**

As mentioned, this first meeting served to provide a framework for the whole process. In addition, thanks to the guidance of the meeting's coach, participants were asked to prepare materials to be presented in the following meetings, for which we have already drawn up guidelines and checked the participants'



availability. In detail it was asked to AVM to reason on the “challenge” to launch to CCIs in the next workshop foreseen on 07.04.2021- “Challenge pitch”

## PHOTOS





The Agenda of the Meeting, side A and B.





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**PERCORSO RE-THINKING INTERNATIONAL  
BUSINESS MEETINGS**

**Mindset Preparation Workshop**

30 marzo 2021, 15.30-17.30



**AGENDA**

15.30	Saluti & Presentazione del progetto COCO4CCI <i>Confindustria Veneto SIAV e Università Ca' Foscari Venezia</i>
15.40	Introduzione dei partecipanti
15.55	Obiettivi del percorso
16.00	Il meeting come forma di comunicazione
16.15	La comunicazione efficace nei meeting
16.30	I Fattori Critici nella comunicazione internazionale durante i meeting
16.39	<b>Intervallo</b>
16.46	Le differenze culturali e gli stereotipi
16.55	La gestione delle aspettative
17.05	Il ruolo della tecnologia
17.15	Indicazioni per il seguito
17.25	Osservazioni finali
17.30	Conclusione dell'incontro

**Link di collegamento**



**► Coach**

*Mike van der Vijver*  
Fondatore di MindMeeting, ha ricoperto il ruolo di Vice President Education di MPI Italia Chapter. Co-autore di "Into the Heart of Meetings".





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**IL PERCORSO**

project website: [interreg-central.eu/COCO4CCI](http://interreg-central.eu/COCO4CCI)

 **Incontro iniziale e la Challenge:**

**Step1**

Come gestire un meeting internazionale e le relazioni con l'estero?

- **Mindset preparation**  
30 marzo 2021 - h. 15.30 - 17.30
- **"Sfida" aziendale**  
Aprile 2021 - h. 10.00 - 12.00\*

\*data e orario da confermare

 **Match-making e sviluppo**

I "creativi" potranno approfondire la conoscenza del contesto specifico in cui operano le aziende manifatturiere.

- **Visita Aziendale**  
Tra il 12 e il 30 aprile 2021
- **2 Workshop: Trends & Nuove Tecnologie**  
15 & 29 aprile 2021 - h. 10.00 -12.00

 **Solution Pitch:**

Idee e soluzioni per una gestione dei rapporti internazionali smart ed efficace.

- **Cooperazione - Implementazione**  
14 maggio 2021 - h. 10.00 - 12.00

Questo documento è stato realizzato con il contributo dell'Unione Europea nell'ambito del progetto di cooperazione COCO4CCI, finanziato dal Programma Interreg Central Europe 2014 - 2020. Il suo contenuto è di esclusiva responsabilità di Confindustria Veneto SIAV e Università Ca' Foscari Venezia Dipartimento di Management.



**ANNEX 2: List of participants**

<b>Campani</b>	<b>Mauro</b>	<b>OVOstudio srl</b>
<b>Combatti</b>	<b>Giovanna</b>	<b>Niederdorf Italia Srl</b>
<b>Gagliardo</b>	<b>Valentina</b>	<b>Niederdorf Italia Srl</b>
<b>Rodeghiero</b>	<b>Igor</b>	<b>RUNZ INTERNATIONAL CONSULTING</b>
<b>Mazzuccato</b>	<b>Tatiana</b>	<b>ANTONELLA PESCIO CONSULTING SAS</b>
<b>Bach</b>	<b>Camilla</b>	<b>ANTONELLA PESCIO CONSULTING SAS</b>
<b>Basso</b>	<b>Rebecca</b>	<b>EMERA FILM</b>
<b>De Boni</b>	<b>Gabriele</b>	<b>PUNTOVENTI</b>
<b>Dal Col</b>	<b>Alessandro</b>	<b>SPC VIDEO STUDIO</b>
<b>Geromin</b>	<b>Enrico</b>	<b>NEST COLLECTIVE</b>



Lafiura	Marco	NOTORIOUS SRL
Selvaggio	Francesca	NOTORIOUS SRL
Businaro	Marco	ANIMA FILM S.R.L.
Christian	Tommasini	ANIMA FILM S.R.L.
Nicola	Pasin	MB SRL
Silvia	Campagnaro	ZENZERO & CO.

Poli	Paolo	F.Ili Poli
Maberino	Stefano	ORVED
Salvaro	Bianca	
Ongaro	Valeria	GICO SPA



<b>Santi</b>	<b>Paolo</b>	<b>SAC SERIGRAFIA</b>
<b>Facco</b>	<b>Davide</b>	<b>MCA DIGITAL</b>
<b>Del Guasta</b>	<b>Cristina</b>	