

D.T3.5.1

SPECIALIZED TRAINING MATERIALS

Slovakia

Version 2
02/2022

Author(s): CIKE, SBA





SERVICE DESIGN

Date: 4.2.2022

Location: Zoom - online event

Project relevance:

D.T3.5.1 Specialized training materials for each dimension (technology, future, mind-set)

Participants:

// Number of participants: 10

// Participant structure:

0 AVM

7 CCI

3 Other

Workshop led by: Adam Brocka, Slavo Tuleya

CIKE: Ladislava Juhaszova

Target groups: CCIs, AVM, other business representatives, professional public

Event

DESCRIPTION

The workshop was organized as one of a series of two workshops. It was created based on feedback from the participants of the Technology Workshop when we found out that this type of event was missing. Its goal was to teach participants to identify the problem in the organization and to understand customer problems. The service design methodology is becoming an essential part of the process optimization of all progressive companies. The application of strategies subsequently brings more satisfied customers.

The workshop included also a theoretical part, which included: Basic principles of quality service. What should you know about your customers before offering your services?

The practical part focused on finding a range of new products and how to look at services through the eyes of customers?

Selected topics were supplemented by case studies and practical tools that participants could work with after the workshop.

LESSONS LEARNT

The workshop's content met expectations and was precisely adapted to the online format. Organizing a physical event would be more appropriate since working with case studies and examples need interaction between workshop participant(s) and the tutor which would be better managed in the physical format.

FEEDBACK

In total, six people filled in our feedback form, and those who did so were either satisfied or delighted with the overall quality of the event (ranking 4 or 5). All respondents claimed that the event was highly relevant for their business or other activities. The participants were very satisfied with the lecturers' approach and the workshop's length and content in the online format.

FOLLOW-UP

After the event, we sent the participants:

- [Miro board](#) with assignments they worked on during the workshop,

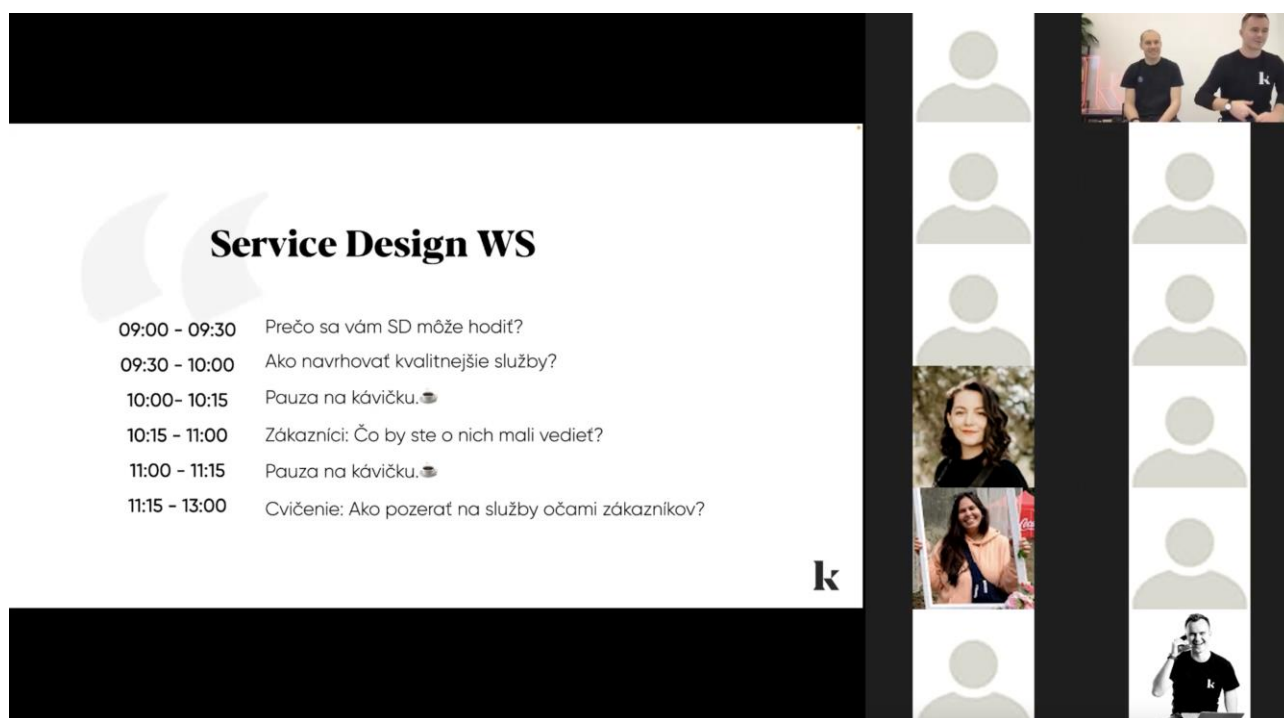


- link to the blog [Mapping customer routes](#),
- event recording,
- an invitation to the workshop "Digital data in industrial production" which will take place within the COCO4CCI project.

OUTPUT

The event was recorded and videos (in Slovak) are available on the [YouTube](#) channel of CIKE. The recording is not publicly available due to GDPR and can be used in the future to develop training materials in the field of Service Design.

PHOTOS



Service Design WS

09:00 - 09:30	Prečo sa vám SD môže hodiť?
09:30 - 10:00	Ako navrhovať kvalitnejšie služby?
10:00 - 10:15	Pauza na kávičku. ☕
10:15 - 11:00	Zákazníci: Čo by ste o nich mali vedieť?
11:00 - 11:15	Pauza na kávičku. ☕
11:15 - 13:00	Cvičenie: Ako pozeráť na služby očami zákazníkov?

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The screenshot shows a Zoom meeting interface. On the left, a slide titled "Service Design WS" lists a schedule of activities. On the right, a grid of video thumbnails shows participants. The top thumbnail shows two men in a room. Below it are several grey person icons. Further down, there are two thumbnails of women, one of whom is holding a Coca-Cola can. At the bottom right, a man is shown on a mobile phone. A large black bar is at the top of the slide area.





ANNEX 1: Agenda

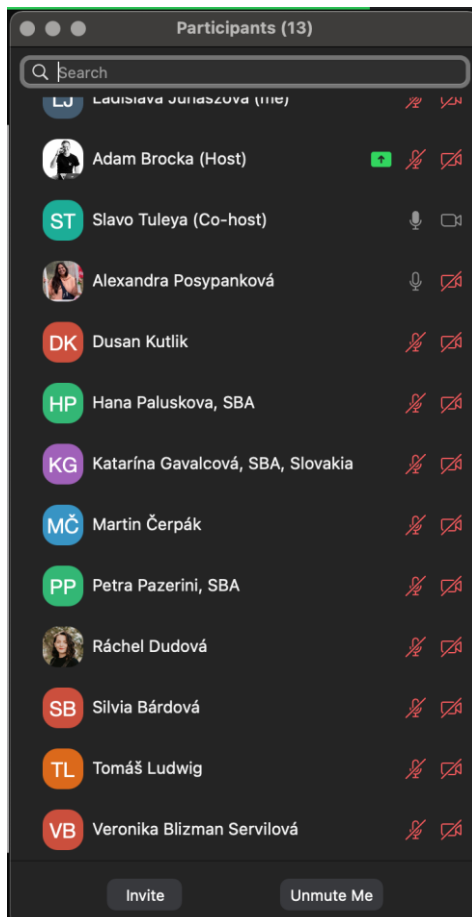
Service Design WS

- 09:00 - 09:30 Prečo sa vám SD môže hodiť?
- 09:30 - 10:00 Ako navrhovať kvalitnejšie služby?
- 10:00 - 10:15 Pauza na kávičku. ☕
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- 11:15 - 13:00 Cvičenie: Ako pozeráť na služby očami zákazníkov?

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ANNEX 2: List of participants





INTELLECTUAL PROPERTY

Date: 9.2.2022

Location: Zoom - online event

Project relevance:

D.T3.5.1 Specialized training materials for each dimension (technology, future, mind-set)

COCO4CCI aims to connect CCI and AVM to collaborate. In this context, both sides must know their rights and options. Together with Slovak Innovation and Energy Agency, Slovak COCO4CCI tandem partners organised a workshop to educate CCI representatives about copyright, patent, and trademark law so that they can better protect their intellectual property.

Participants:

// Number of participants: 23

// Participant structure: 23 CCIs

Target groups: Creatives (photographers, musicians, designers, architects, media, agencies, software/IT, film/video etc.), consultants, project managers, internal team

Workshop led by: JUDr. Zuzana Adamová, PhD.

Event

DESCRIPTION

The workshop focused on intellectual property in business, at which the participants learned more about the topic from the theory-perspective and where they could learn more about specific examples of functioning business models.

The workshop answered the following questions: What can be defined as the result of creative mental activity? How to protect know-how in business relations? How to prepare a "good contract" and a business contract? How to handle protected content in providing products and services to clients?

The event was led by JUDr. Zuzana Adamová, PhD., who is an expert in new technologies, the Internet and intellectual property. She is the director of the Institute of Intellectual Property Law and Information Technologies at the University of Trnava. She works as a patent attorney and expert within the Arbitration Center for Alternative Domain Dispute Resolution (EISi), where she decides disputes for ".sk" domains. She is a member of professional and legislative groups in the field of media, audio-visual and copyright and is the author of many publications. In the past, she worked in several law firms, at the Ministry of Culture of the Slovak Republic, and in the private sector in the field of creative industry and technology transfer support.

In the second half of the event, our colleague, Denisa Rášová from SBA, presented open calls "Can you protect your innovations?" which SBA is offering to SMEs as well as non-entrepreneurs.

LESSONS LEARNT

Creative professionals regularly collaborate with companies from different industries. In creative work, they often do not emphasise legislation. Awareness building in this field is crucial for future collaborations.

FEEDBACK

When asked about the course and quality of the event, all respondents stated that they were delighted.



During the event, we encountered technical problems. Respondents were understanding and not very critical. One respondent entered a reservation on the performance of the event moderator. He stated that he was disturbed by the interruption of the lecturer's explanation and noted that it was not appropriate to present a video on business models during a break after such a long section of the seminar.

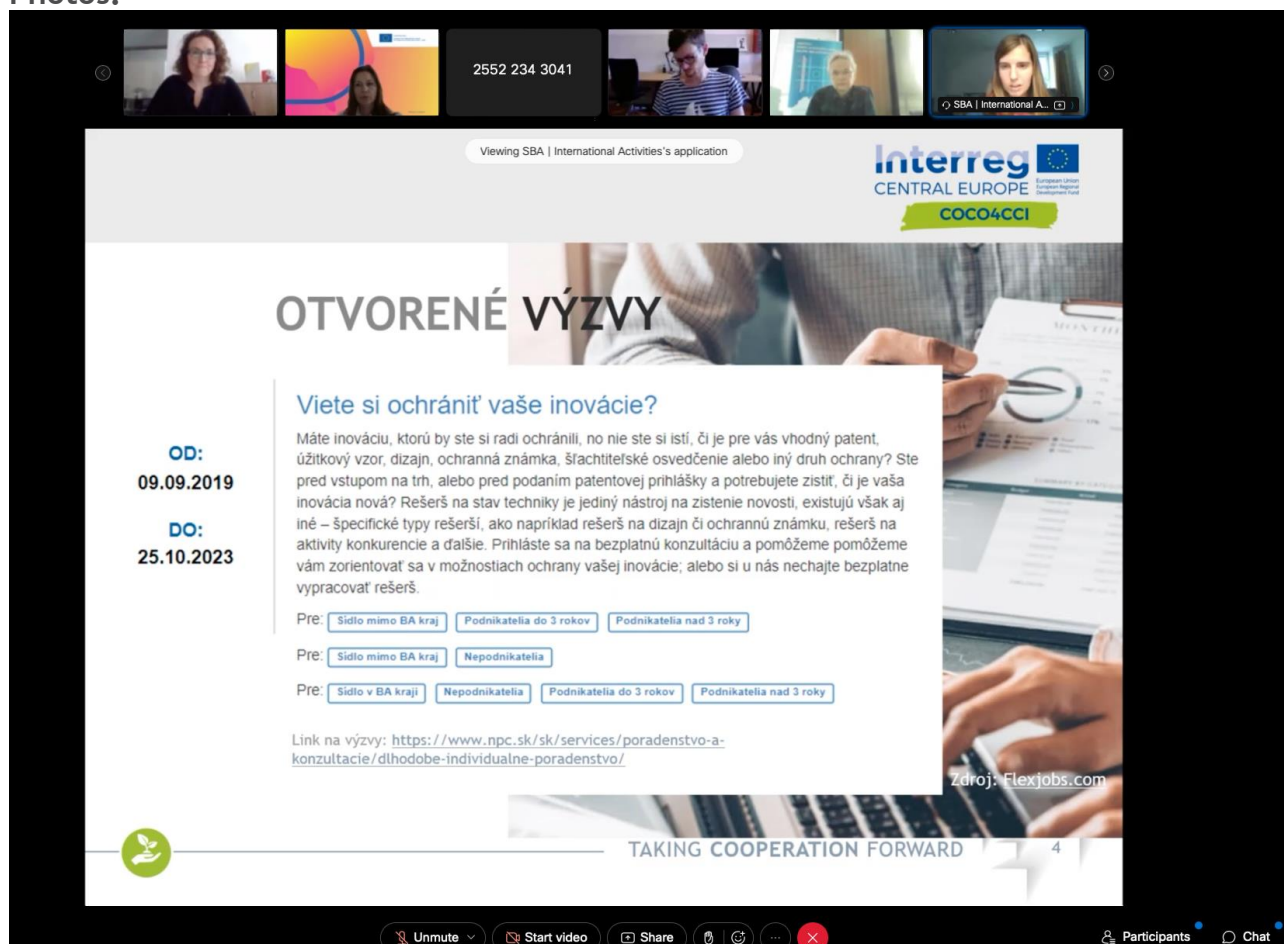
While answering the question about the online / offline format of the event, 4 out of 7 respondents indicated that they prefer the online format. Three stated that they would prefer live events because of contact with other participants and organisers. At the same time, all three mentioned respondents perceive the advantage of the online format - saving time.

Respondents also stated what other content they would welcome. Topics related to business development in the CCI segment and issues associated with the support of entrepreneurs trying to enter the market with an innovative product-service were repeated.

OUTPUT

The event was recorded, but there were repeated technical problems during the event, and it was not possible to create a complete record.

Photos:



The screenshot shows a Zoom meeting interface. At the top, there are several video thumbnails of participants. The main content is a presentation slide with the following text:

Viewing SBA | International Activities's application

Interreg CENTRAL EUROPE COCO4CCI

OTVORENÉ VÝZVY

Viete si ochrániť vaše inovácie?

Máte inováciu, ktorú by ste si radi ochránili, no nie ste si istí, či je pre vás vhodný patent, úžitkový vzor, dizajn, ochranná známka, šľachtiteľské osvedčenie alebo iný druh ochrany? Ste pred vstupom na trh, alebo pred podaním patentovej prihlášky a potrebujete zistiť, či je vaša inovácia nová? Rešerš na stav techniky je jediný nástroj na zistenie novosti, existujú však aj iné – špecifické typy rešerš, ako napríklad rešerš na dizajn či ochrannú známku, rešerš na aktivity konkurencia a ďalšie. Prihláste sa na bezplatnú konzultáciu a pomôžeme pomôžeme vám zorientovať sa v možnostiach ochrany vašej inovácie; alebo si u nás nechajte bezplatne vypracovať rešerš.

Pre:

Pre:

Pre:

Link na výzvy: <https://www.npc.sk/sk/services/poradenstvo-a-konzultacie/dlhodobe-individualne-poradenstvo/>





Zdroj: Flexjobs.com

TAKING COOPERATION FORWARD 4

Unmute Start video Share Participants Chat



Meeting info

Viewing Adamova Zuzana's shared content

Participants (22)

- LJ Me
- JT Juraj Tury (Host)
- AZ Adamova Zuzana
- 23 2552 234 3041
- 23 2552 234 3041
- A Adam
- A Adrián
- DK Dušan Kutlík
- I Ivica
- J Jiří
- JM Jozef Michalko
- MH M. Haring
- ME Martin Egri
- M medzinoznik.sk
- PG Petra Garajová
- PK Petronela Kolevska
- SA SBA | International Activities
- S ST
- SM Stanislav Meliš
- S Stefan
- ZH Zuzana Hritzova
- ZS Zuzana Sotakova

Zmluvy podľa Zákonníka práce

<p>pracovná zmluva</p> <p style="margin-top: 20px;">↓</p> <p>režim zamestnaneckého predmetu (platí aj pri dočasnom pridelení)</p>	<p>dohody o prácach vykonávaných mimo PP</p> <p>=</p> <p>dohoda o vykonaní práce / o pracovnej činnosti / o brigádnickej práci študentov</p> <p>↓</p> <p>nemožno uzatvárať na činnosti, ktoré sú predmetom ochrany podľa autorského zákona</p>
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ANNEX 1 Agenda

Agenda

- | | |
|---------------|--|
| 13:45 – 14:00 | Prihlasovanie účastníkov |
| 14:00 – 14:05 | Predstavenie |
| 14:05 – 14:20 | Predstavenie Obchodného modelu CANVAS / focus na časť 7 (Rozhodujúce/Kľúčové zdroje) / premostenie na tému „Duševné vlastníctvo“ ako jeden zo základných kameňov obchodného modelu každého kreatívca : moderátorka / odovzdanie slova p.Adamovej |
| 14:20 – 15:05 | Priestor pre lektorský výklad |
| 15:05 -15:10 | Organizačné pokyny k zasielaniu otázok počas pauzy / avizovanie pauzy / uvedenie zástupkyne SBA |
| 15:10 – 15:20 | Vstup zástupcov COCO4CCI |
| 15:20 – 15:30 | PAUZA |
| 15:30 – 16:30 | Rekapitulácia lektorského výkladu formou rozhovoru rozhovoru : p.Adamová + Moderátorka, s dôrazom na konkrétne príklady aplikácie prebratej teórie v praxi, s prezentovaním doručených otázok od účastníkov a odbornými odpoveďami na ne. |
| 16:30 – 17:00 | Q&A |



ANNEX 2: List of participants

