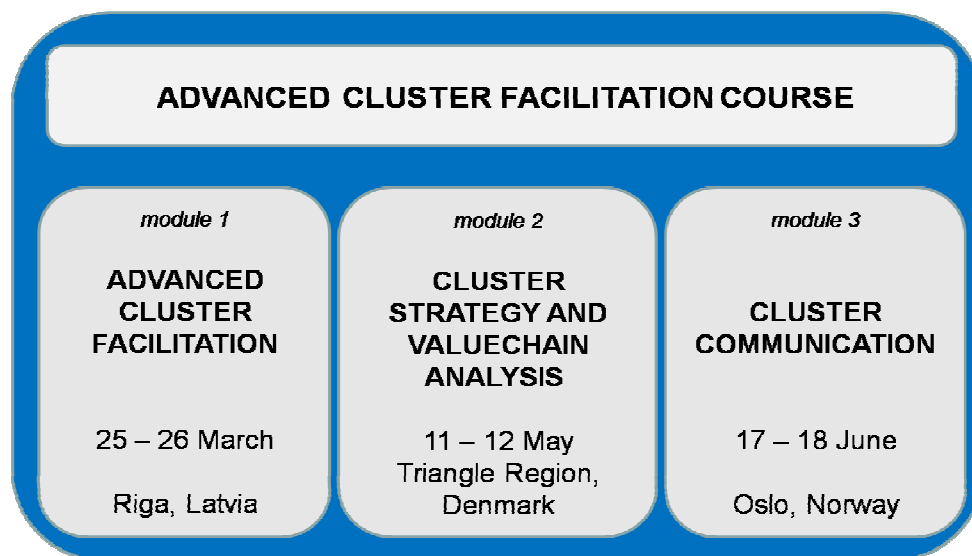


## INVITATION TO TRAINING COURSE IN CLUSTER FACILITATION

The Interreg BSR Capacity Building Program offers you a unique opportunity to strengthen your capabilities as cluster facilitator in an international environment. You will be able to share experiences with other cluster facilitators and strengthen network relations.

**30-25 cluster facilitators from 10 countries around the Baltic Sea are invited to participate in the following three-module course:**



### **The main goal is to give you:**

- ❖ Increased skills and knowledge on how to support the development of your cluster
- ❖ Useful concepts, tools and methods which you can apply in your daily cluster work
- ❖ Strengthened network among peers working as cluster facilitators

### **Your background:**

- ❖ To qualify for training participants should have more than one year of experience from facilitation of clusters.

### Practical information:

The course fee and travel costs is paid for by the Interreg BSR. This includes accommodation costs (board and lodging). Please find cheapest way of travel.

**Please confirm your participation in all three course modules by March 10th to:**

**Trine Steen, Innovation Norway, +47 92 60 47 91, [trine@insam.no](mailto:trine@insam.no)**

# Advanced Cluster Facilitation

25. - 26. March 2009

## Purpose:

The purpose of the training course is to develop your professional role as a facilitator, upgrade your cluster initiative, and improve its cross-border functionality.

## Goals to be achieved:

- ❖ Give participants useful hands-on knowledge and an inspiring message of international collaboration to bring home
- ❖ Empower and train facilitators in a network setting

## Facilitators:

- ❖ Björn Eriksson, Sweden
- ❖ Peter Kempinsky, Sweden
- ❖ Experienced practitioners

## Key learning points:

The challenges and the potentials in your clustering work will be in focus. The training course methodologies are based on interaction, on collegial coaching and on exchange of experiences among the participants combined with lead cases and experienced practitioners.

- ❖ Improving your ability to work with Clusters, Networks, Innovation Systems, Triple Helix-Collaboration and Value Creation
- ❖ Using facilitation tools and work methods
- ❖ Learning participatory methods for developing visions and strategies, as well as designing and implementing key action points
- ❖ Building a network of cluster facilitators in the Baltic Sea Region

Start: 09.00 25 March

End: 16.00 26 March

## Practicalities:

Conference facilities: The course will be held in Hotel Medzabaki ([www.medzabaki.lv](http://www.medzabaki.lv)), Latvia

Accommodations: Hotel accommodations will be booked for you when registering.

## Further information on content of course:

Please contact Dan Sjøgren, VINNOVA, Sweden at [dan.sjogren@VINNOVA.se](mailto:dan.sjogren@VINNOVA.se) or + 46 70 57 49 271

And

Björn Eriksson [ekebacka@telia.com](mailto:ekebacka@telia.com) or +46 70 89 81 675

# Cluster Strategy and Value Chain Analysis

11. – 12. May 2009

## **Purpose:**

The purpose of this module is to give participants hands-on experience in developing a long-term strategy for their cluster.

## **Goals to be achieved:**

- ❖ Provide participants with an insight of the strategic challenges that clusters are facing in a knowledge-based economy
- ❖ Provide participants with a set of methods and tools which can be applied to carry out a strategic analysis for their own cluster

## **Lecturers:**

- ❖ Anders Drejer, StrategyLab at Aarhus Business School, Denmark
- ❖ Storm-troopers from StrategyLab
- ❖ Eduardo Ballerin, IESE Business School, Spain
- ❖ Experienced practitioners

## **Key learning points:**

- ❖ **The concept of open-innovation** What does it mean for development of clusters?
- ❖ **Strategic tools and methods.** How can different strategic tools as SWOT, Porters Five Forces, PESTEL and scenario planning be used for setting the strategic directions for the cluster on the long-term?
- ❖ **Group discussions and colleague based coaching focusing on**
  - ❖ The strategy for our cluster is not working! What did we do wrong?
  - ❖ How do we obtain support from cluster members to develop a long-term strategy for the cluster

Start: 11.30 11 May

End: 16.00 12 May

## **Practicalities:**

Conference facilities: The course will be held in the Triangle Region, Denmark

Accommodations: Hotel accommodations will be booked for you when registering.

## **Further information on content of course:**

Please contact Lotte Langkilde, Denmark at [lla@ebst.dk](mailto:lla@ebst.dk) or + 45 20 61 24 40

# Cluster Communication

17. – 18. June 2009

## Purpose:

The purpose of this course is to give the participants an understanding of the importance of communication and communication planning within the cluster context.

## Goals to be achieved:

- ❖ Enable the participant to make a communication plan for the cluster initiative.

## Lecturers:

- ❖ Hans Gennerud and Hemming Lindell, both experienced communicators employed by Gullers Group, Sweden, [www.gullers.se](http://www.gullers.se)

## Key learning points:

- ❖ **The need for communication** in Cluster Initiatives. We will discuss how communication needs can vary over time, using an example of the loop of mobilizing – selling – internationalization.
- ❖ **Who is the sender?** We explore the relationships between cluster initiatives, the cluster, the region/city and network of clusters.
- ❖ **SWOT.** How do you use SWOT-analyses in communication planning?
- ❖ **Designing the "offer".** How do you communicate and design different offers to different target groups.
- ❖ **Target groups.** How to prioritize target groups in relation to strategy and impact.
- ❖ **Branding.** Branded house or house of brands. Exploring the dilemmas in clusters with actors that promote their own brands.
- ❖ **Message/story.** How do you design an effective story that can control and facilitate your communication? The use of storytelling.
- ❖ **Critical issues in a communication plan.** We discuss how to make an effective communication plan.

Start: 10.00 17 June

End: 16.00 18 June

## Practicalities:

Conference facilities: The course will be held in Rica Victoria Hotel ([www.rica-hotels.com](http://www.rica-hotels.com)), Oslo, Norway

Accommodations: Hotel accommodations will be booked for you when registering.

## Further information on content of course:

Please contact Per Stensland, Innovation Norway at [per.stensland@innovasjon Norge.no](mailto:per.stensland@innovasjon Norge.no) or + 47 95 1474 99