



## **DCGM**

*DEEP.COM goes mobile*

WP3 DCGM Services for Project Managers

### **3.04 DCGM face to face support conception**

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Developed by

**[CESIE – Centro Studi ed Iniziative Europeo](#)**



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## Preface

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This document describes the kind of supporting elements identified under this Service, why they have been chosen and any deviations from the original proposal.

DCGM aimed at supporting GRU co-ordinators and managers in sustaining their project results beyond the lifespan of their projects, so it offers you Face-to-Face personal coaching sessions through three kinds of events:

### I. Development Meeting

Project managers will be supported by a Marketing & Commercialisation Expert to develop a Marketing and Commercialization Strategy & Action Plan

### II. Mentorship

Project managers will be supported by a Marketing & Commercialization Expert to implement a Marketing and Commercialization Strategy & Action Plan

### III. Workshops & Trainings

Project managers will be better prepared and skilled for developing and implementing a Marketing and Commercialisation Strategy & Action plan, after attending a workshop and training for Best Practice and knowledge exchange with a local M&C Expert

Aspects to consider while planning the **DCGM face to face support** :

- **Languages:** the services should be provided not only in En but also in De, It, Fr, Es
- **Quality:** relevance of contents and willingness of GRU Projects Managers
- **Duration:** services will be offered throughout the duration of the project

## Face to Face Support Conception

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After the kick-off meeting the partners identified three different kind of training offers they could implement within the face to face support:

- **Marketing & Commercialisation Development Meeting**
- **Marketing & Commercialisation Implementation Mentoring**
- **Marketing & Commercialisation Workshops & Trainings**

I. During the **Development sessions**, the project managers will be supported by a Marketing & Commercialisation Expert to develop a Marketing and Commercialization (M&C) Action Plan. This service will be provided in AT, FR, IT and ES.

Development Meetings are a rather informal way of gaining deeper insights of Marketing issues.

During the Development Meetings, the project managers gather in order to reflect on their past Marketing activities regarding the EU projects. Depending on their previous experience they can either start to develop a sound Marketing strategy and a plan for their product, or ask burning questions about their "ideal" Marketing approach for a selected project result.

In a small team each manager has the opportunity to design an effective Marketing strategy and to write a detailed Marketing plan. Participants are supported by Marketing experts and their peers, while taking their dissemination and exploitation activities to the level of sustainable long-term marketing.

II. The **Mentoring session** aims at supporting project managers to implement a M&C strategy with an expert of M&C; the Project managers will be supported by a Marketing & Commercialization Expert to implement a Marketing and Commercialization Strategy. This service will be provided in AT, FR, IT and ES.

"Mentoring" is a process that always involves communication and is relationship based, but its precise definition is elusive. A general definition of mentoring is:

*"Mentoring is the process by which one person assists another to grow and learn in a safe and supportive relationship"<sup>1</sup>*

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<sup>1</sup> Langridge 1998

A more recent definition for mentoring is:

*"A one-to-one, non-judgmental relationship in which an individual mentor voluntarily gives time to support and encourage another. This relationship is typically developed at a time of transition in the mentee's life, and lasts for a significant and sustained period of time."*

In case of project managers the mentoring represents a tool for increasing their knowledge in Marketing. Project managers are accompanied in the process of developing and establishing efficient Marketing tools in their organization and within their projects as well as beyond the lifespan of the projects.

III. The **M&C Workshop & Training** aims at training the project managers to develop and implement a marketing strategy with a European expert in marketing & licensing, taking into account that, thanks to the EU funds, it was possible to develop very innovative projects and quality products. This service will be provided in AT, FR, IT and ES.

Project managers will be better prepared and skilled for developing and implementing a Marketing and Commercialisation Strategy & Action plan, after attending a workshop and training courses for Best Practice and knowledge exchange with a local M&C Expert.

In Workshops and Training courses project managers will look at the elements of Marketing in particular at the 4 traditional P's of Marketing: Product, Price, Placement and Promotion, which nowadays become 7 P's.

Project Managers will prepare by working with the Marketing e-learning tool on the EU-Xchange platform and they will apply their theoretical knowledge to practical case studies in the Workshops and Training courses. By looking at successful brands and their marketing activities, project managers gain new insights and ideas on how to market their project results more effectively. This way project managers get used to work with the key elements of marketing in practice and can implement those elements or tools in their long-term project work.

***Reached Impact***

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Within the f2f support the Consortium realized 5 **Marketing & Commercialisation Workshops & Training courses**:

- the first one was held on July 19<sup>th</sup> 2013 at CESIE (Palermo, Italy), It involved 8 Italian project managers and the Partners coming from France, Germany and Austria
- the second one was held on August 22<sup>th</sup> 2013 at iberika (Berlin, Germany), It involved 8 German projects managers
- The third one was held on October 2<sup>nd</sup> 2013 at Pistes Solidaires (Pau, France) It involved 5 French project managers
- The fourth and fifth ones were held at TBCA (Vienna, Austria) on November 21<sup>st</sup> and 25<sup>th</sup> 2013, they involved 12 project managers

The aim of these Workshops was giving participants some guidelines on how to develop a marketing plan for the products they want to commercialize.

During the workshops the EU-Xchange platform was presented, allowing companies, governmental agencies, associations and other stakeholders to get information on products' marketing and on licensing in 4 more languages (German, Spanish, French, Italian), as well as in English.

Following an informal methodology participants analysed each product trying to develop a marketing strategy for each of them, the workshops ended with a final display of the work carried out and an assessment by the MKT expert.

Out of the three face-to-face support offers only the *Workshop & Training* option has been implemented, due to specific request of the project managers itself. Partners have been gathering the individual attendance applications and organized the workshop sessions once having reached a suitable number to run the event and for the participants to be able to work in groups.

IMPACT: a total of 33 project managers have been trained and mentored in Italy, Germany and Austria. At consortium level - the responses of the "Final evaluation questionnaire – Section Impact" show that partners have been more involved in the face-to-face support, 75% of them states a high involvement.

*Irene Pizzo*

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Palermo, November 2013