

CESIE
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DCGM Services Implementation Plan



DCGM Services, lead: CESIE, Italy

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DCGM services start date: 05/2013 - 11/2013

DCGM services Objectives: To support GRU project managers about marketing and commercialization of European projects results.

DCGM services description: To create specific on-line (Marketing & Licensing FAQ), telephone (DID number) and face-to-face support actions for GRU Project managers (face-to-face personal coaching sessions) about marketing and commercialisation of European project results in different languages (EN, DE, ES, FR, IT).

SERVICE IMPLEMENTATION PLAN

Service or Activity	Who will you serve?	How will you do it? <i>Through the online EU-Xchange Platform (...)</i>	Who will do it?	Why will you do it?
Marketing and Licensing e-learning	<p><u>Main target:</u></p> <ul style="list-style-type: none"> * GRU project co-ordinators/partners *HR managers, *Members of trade unions and chamber of commerce *Business training institutions, *Business trainers and coaches <p><u>Multipliers:</u> NAs, departments of the EC, European associations, educational institutions, local public authorities, job centres, chambers of commerce, trade unions, HR consultancies, personnel agencies, schools and training centres, trainers, coaches, politicians</p>	<ul style="list-style-type: none"> * Marketing and licensing e-learning tools in each project language *Knowledge self-assessment tools *Checklists * Online interchange licensing opportunities 	<p>EU-Xchange Platform users as autodidacts with self-assessment multiple choice options</p> <p>[The service will be provided also after the project lifetime]</p>	<p>GRU Project Managers to be aware about the initial knowledge about licensing and marketing opportunities of their project results – get acquainted with specific knowledge – post evaluate their understanding</p>
List of Marketing & Licensing FAQ	As above	*FAQs are provided online and continuously updated	DCGM Marketing & commercialization experts	In order to create an online support action for GRU project managers, about M&C so to ensure sustainability of EC project and related products
GRU project managers are	As above	Analyzing users' queries, validate and	DCGM Marketing & commercialization	In order to give to project managers

invited to add new FAQs		uploading the FAQ [The service will be provided for whole duration of the project]	experts	the possibility to interact through the Platform adding own FAQs
Expert Evaluation	GRU project managers, LLP project managers, & project coordinators	Info-point for GRU project managers to get on-line support to specific Marketing and/or Licensing related issues. [The service will be provided for whole duration of the project]	DCGM Marketing & commercialization experts	In order to give the possibility to send own queries to project's experts team and peer-review knowledge of other EU project managers.
Phone support — DID number	GRU project managers, LLP project managers, & project coordinators	The service will be provided for two hours once a week - Fridays from 13:00 to 15:00 - through a DID number, free of charge for users. [The service will be provided for whole duration of the project]	DCGM Marketing & commercialization experts	To provide a quick and comprehensive support, giving the possibility to project managers to directly talk with an expert about M&C issues (only in EN)
Face-to-face development meeting	GRU project managers, LLP project managers, & project coordinators	Face-to-face development meetings in each partner country, for about 5-7 project managers	Marketing & commercialization experts	In order to support GRU Project managers to develop a M&C strategy and Action Plan
Face-to-face mentorship	GRU project managers, LLP project managers, & project coordinators	Face-to-face mentorship meetings in each partner country, for about 5-7 project managers	DCGM Marketing & commercialization experts	In order to support GRU Project managers to implement a M&C strategy & Action Plan
Marketing & Commercialisation Workshops and	GRU project managers, LLP project managers, &	Marketing & Commercialisation workshops & trainings will be held	DCGM Local Marketing & commercialization	In order to prepare GRU Project managers for developing and

Trainings	project coordinators	during the 2 nd partner meeting in Palermo, Italy (July 2013) at CESIE (Palermo, Italy)	experts	implementing a M&C strategy & Action Plan
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DCGM Services for GRU Project Managers

