This project is co-financed by the European Union and the Republic of Türkiye

SMARTNET
THE MULTIPLIER

Communication Strategy

Communication Strategy

for

Technical Assistance for
A Smart Network for Technology Transfer and
Commercialization with Funnel Model SMARTNET

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I- Introduction to the Communication Strategy for SMARTNET Project

A communication strategy of any operation is a critical road map bridging the situation analysis and the planning processes for behavior change that targets effective awareness creation on intended messages for the related policies/projects/products/services etc.

Communication strategies are generally based on a written and approved planning documents those detail how an effective communication will reach its vision and aims in line with the current well-understanding/miss-understanding situation. Effective communication strategies use a systematic process and behavioral theory as well as media studies literature to design and implement communication activities that encourage sustainable awareness raising to be achieved with intended behavior change of the audience.

A well established communication strategy can guide an entire program or project which can capable of setting the tone and direction of the messages to promote the outcomes and the outputs which all communication activities, products and materials work in harmony to achieve the desired change.

Communication strategies of projects also enables stakeholders and partners to provide input and agree upon the best way forward so that actions are unified. With an agreed-upon communication strategy, ERA, Technical Assistance Team (TAT)[1] and Project partners have a map they can refer to through the implementation stages.

With this regard during the project implementation process, Technical Assistance Team who serves for "Technical Assistance for A Smart Network for Technology Transfer and Commercialisation with Funnel Model SMARTNET" will take into account the existing communication priorities of project achievements, ERA and project partners' priorities regarding innovation ecosystem and commercialization sector in İstanbul, Kocaeli, and Gaziantep where project partners located.

In line with the suggestions of ERA and the project partners as well as contributions of related stakeholders ; tailor-made solutions will be applied ad-hoc which will correspond to actual situation and will be able to provide maximised value-added during the life span of the project.

Being fully aware about current situation of technology transfer and commercialisation both at the local and regional level and their position in national and international, the TA will complement this position and aim to provide experiences and knowledge that will further strengthen and improve qualified intellectual properties (IP), technological products and service capacity, commercialisation and export potential of Turkey by improving efficiency and cooperation among TTIs. The project will also contribute to the development of the culture of networking and collaboration between TTIs in Turkey and across the Europe.

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[1] Acronym used in this document refers to the Inception Report and Project ToR "acronym" list.

Within this context this communication roap map includes the following elements:

1. **Introduction to the Communication Strategy for SMARTNET Project**

2. **Communication Objectives of the SMARTNET**

3. **Target Groups for Communication Strategy**

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II. Communication Objectives of the SMARTNET

SMARTNET Project has targeted its over all objective as increasing qualified intellectual properties (IP), technological products and service capacity, commercialization, and export potential of Turkey by improving efficiency and cooperation among TTIs. In line with this main aim of the operation, this communication strategy will serve to promote the achievements and results of the SMARTNET.

Specifically; communication based activities will promote the importance of the cooperation between TTIs for development of technology transfer as well as commercialization actions through artificial intelligence based smart network and technology acceleration application.

Within this scope of the specific objectives of the SMARTNET; special attention will be given to promote TTI Network at national and European and MENA Region level as well as international level to ensure announcements of benefits of the platform for the current and potential TTI's and as final beneficiaries entrepreneurs.

Furthermore, communication strategy's general methodology will serve to raise awareness (with messages) on the importance of acceleration, commercialisation and accessing funds while promoting pilot applications. Project communication perspective will target to announce and promote those efforts to the target audience and general public.

This communication road map will also draw the particular attention to the EU and Competitive Sectors Programme visibility rules to be maintained during all process of the project and communication actions.

In all communication process, ERA's and other project partners' presence and roles in the project will be emphasized accordingly promoting their visibility.

Addition to those mentioned above; with the regard of EU (and the Delegation of the European Union to Turkey) and the Ministry of Industry and Technology, (Competitive Sectors Programme (CSP) on the behalf of Republic of Türkiye as donors; special attention will be given to ensure related visibility requirements.

III. Target Groups for Communication Strategy

With the regard of SMARTNET Project's End Recipient of Assistance (ERA); Yıldız Technical University is the beneficiary with its project partners: İstanbul Technical University (İstanbul), Gebze Technical University (Kocaeli) and Hasan Kalyoncu University (Gaziantep).

Project Terms of Reference (ToR) has been developed with the contribution of these project parties in line with their needs. Hence; TAT will implement the ToR activities focusing on main project partners' perspectives.

While working on to achieve indented results of the project; those four main partners' environment such as their technoparks (their entrepreneurship eco-systems etc), TTC's, TC's, university boards, students, academicians and potential target groups regarding this project will be one of the main audience of the communication efforts.

Consortium Leader, SwanLeuco Consulting (Turkey) with its Consortium Partners Evoluxer SRL (Spain), VSI Start Up Division (Lithuania), Inycom (Spain), Rzeszow Regional Development Agency (Poland), ASTUREX (Spain) will give professional consultancy support to the all process of the project implementation as well as communication needs.

While identifying communication stakeholders, in line with the discussions in detail with ERA precisely several criteria will be applied for focusing effective representation (business community, academia, research institutions, universities, support organisations, etc.) for related topics.

The list of stakeholder mapping document and TNA report's stakeholder lists will be always considered. However especially for the communication events such as opening and closing ceremonies and media based events; clearly defined criteria may be discussed as the best way of ensuring to identify suitable representation to take part in the events.

Clearly, depending on the topic, events or communication campaigns could target other specific groups, such as start-ups, or be aimed towards certain demographic groups, such as women or disabled entrepreneurs or students.

Comments of Contracting Authority and the ERA as well as EUD to define well designed target groups for identifying stakeholders, which should be closely linked to the aims of the communication activities. When identifying stakeholders to participate in or act as partners for events, TAT will consult with the ERA to

strike the right balance amongst the different target audiences and to more precisely define the roles of any stakeholders involved. If the stakeholders are intended to act as an intermediary target group by spreading information from the event amongst their networks, the decision will be considered carefully which groups or organisations would be best suited to this task.

Considering stakeholder mapping report (always to be considered) and TNA report; the main target groups of the communication can be summarized/identified as below but not limited:
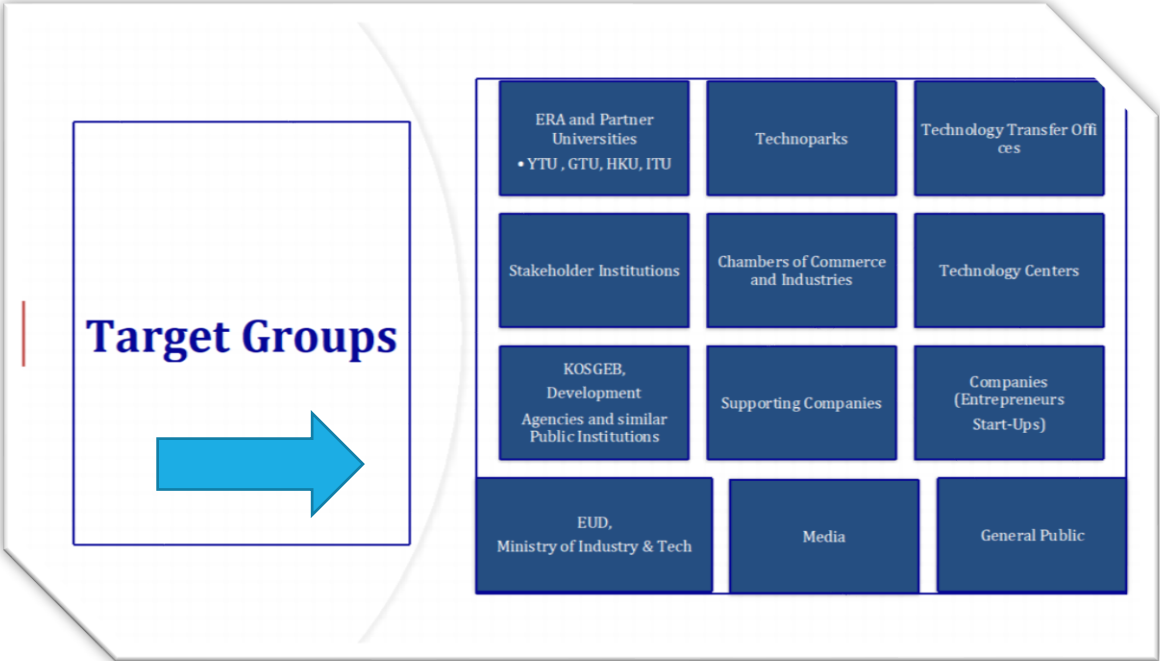
IV- Methodology of Communication Activities

Regarding to Project ToR; Component 3 namely "Activity 3" sections focusing on the establishment of promotion and communication tools, development of programmes, calls and related materials, digital and online communication tools (website, social media accounts, etc.), national and international awareness raising and visibility events to amplify the impact of the project towards the achievement of the objectives. Accordingly, it is vital to support visibility so that promotion and information sharing on key issues of commercialization are tackled in the most effective way. This support must be associated also with the general publicity and visibility aspects of the project.

Promotion including branding is a complementary tool in raising awareness, establishing a coherent message, and creating long-lasting impacts of communicational activities. Hence this communication strategy has a pivotal role in promoting SMART networks.

Activities will be coordinated closely with the Contracting Authority, ERA, and related stakeholders. Last but

not least, messages will be designed in a way that they will motivate and mobilize the target groups.

Proper visibility stands as one of the important requirements of the promotion not only to promote the EU and Türkiye funding, but also to attract attention and interest of the relevant stakeholders and target groups. This will be important in terms of ensuring project success during implementation and conveying success achieved at the end of the project.

The basic reference document for our thinking on this matter will be the "Communication and Visibility Manual for European Union External Actions" published by the European Commission and visibility guidelines of Competitiveness Sectors Programme. Project Institutional Identity kit has been developed in line with those guidelines. In addition to this, the TAT will be in regular communication with the Contracting Authority and EUD regarding visibility, in order to make sure that the correct visibility tools are used with these institutions' consent and also our approach to visibility and publicity of the Project will be based on regular consultations with the Beneficiary; ERA.

TAT will ensure that the project activities will conform to the following principles:

- Close cooperation and consultation with project management and related parties,

- Ensuring complementariness with other programmes and creating synergies,

- High impact at the level of the final beneficiaries,

- Creation of public awareness among target groups,

- Visibility and transparency during all communication processes.

A- Activity 3.0. Developing Project Communication Strategy [2]

This Communication Strategy covers:

- ➢ Methods of communicating with identified target audiences with identified communication tools to be produced in line with ToR requirements of the project, but also stipulates effective messages and information to be given to the general public, stakeholders, final beneficiaries and other audiences. These main communication tools are defined as web site and social media accounts in term of digital communication environment.
- ➢ Visibility requirements of different Project events/training and for identified target audiences to be provide concrete project progress and events concerned with particular topics.
- ➢ Written materials –regularly updated project brochures or factsheets and newsletters will give benefits of the IT platform, web portal, trainings and other project services to be provided during the lifespan of the project. Text and design will be consulted with the project Management and the Contracting Authority and the EUD timely.
- ➢ Suggestions for promotional materials. In addition, thought will be given to more imaginative approaches, particularly given that the project is sufficiently comprehensive (e.g. it has regional coverage), large and long to make a significant contribution to EU visibility in the sector.

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[2] This document is refers the Activity 3.0: Communication Strategy

➢ Principles for media relations and emphasize on press monitoring – of newspapers, radio, television, internet and "new" media.

B- Activity 3.1 Opening Event

Following the inception report process which will be a final guideline includes several road map documents such as inception report, TNA report, Stakeholder Mapping, Communication Strategy, Project Institutional Identity kit and other IT based analyzes; TAT will organize a memorable opening event where all related stakeholders meet and share the launching motivation of the Project agreed on to collaborate to achieve Project objectives.

While hosting a grand opening; there is need for more collaborative work among ERA, Project partners, EUD and Ministry of Industry and Tech thus a successful launch event will increase motivation and promotion of the expected achievements of SMARNET for both stakeholders, final and potential beneficiaries as well as for public.

Opening event planning perspective needs to take into account those tips while planning:

➢ Create SMARTNET awareness – Establishing a SMARTNET brand needs multi angled efforts among Project parties as well as synchronized Project activities such as events, trainings, IT platforms, social media management and other communication efforts etc. A grand opening event is a way to capture attention and draw an audience to the expected results and opportunities which target audience can benefit.

➢ Promote excitement – A grand opening event can create buzz, promote excitement, and endear a brand to the local audience, whether it's in appreciation of a brand (SMARTNET and its potential benefits) that is giving back or in recognition of an exciting adventure. Inspirational side events such as mini concerts, fairs, talks, mini shows, related human stories. Gifts and memorable and consumable stuff also create sympathy and visibility as well.

➢ Build relationships – Those event offers an opportunity to work with other small businesses and community leaders. TAT will work in close cooperation with ERA to plan the event. A NKE Event manager will take the lead to coordinate organizational and logistical arrangements.

➢ Set goals for your grand opening – What do we want to accomplish during our opening? Establishment of specific evet goals can support well designed event concepts.

➢ Book the date for the opening – We can't ensure partners and all other guests can attend the opening event without carefully choosing the date well in advance.

➢ Promote the opening event – Whether it's through traditional advertising like invitations, official letters, e-mailing, social media posts and media (press) announcements, the number of guests will increase the motivation.

➢ Invite the press to the opening event – Don't stop promoting the event when the big day comes. Invitation of local business leadership, technology and entrepreneurship influencers, journalists, representatives of media channels to attend the event and report their experiences to their audiences, further driving SMARTNET awareness after the opening process concludes.

Mini Concert or Mini Dance Show for SMARTNET

Communities appreciate free events, and music is almost always an effective way to draw the attention of an audience. By organizing a band or two to perform at the opening, the event can be more colorful instead of including just speech floors in the agenda. Work with ERA or other project partner universities music departments, event can be mutually beneficial to each parties, and be sure to promote the appearance in advance.

ERA's and Project partner universities' music, art, dance departments or music /dance club performances can create inspirational environment during the opening event.

A short (15 minutes at most) session can be allocated to the performance on the stage before the opening speeches or at the end of the general event flow.

Just several previous examples from Yıldız Technical University music and dance departments and music and dance clubs:

https://youtu.be/sYebWrkXWv0

https://youtu.be/wt4nRNkB5Js

Dance Performance:

https://mssb.yildiz.edu.tr/

https://www.youtube.com/watch?v=sYebWrkXWv0

Promote Celebrity and Influencer Appearances

New project institutional identity has not yet the brand recognition to draw its own crowd, but project team still can harness the power of well-known or smart public figures to attract a target audience to the opening event.

Well-known futurists, entrepreneurs, innovation influencers, digital and new economy journalists, well-known digital innovation platforms, awarded successful start-ups, interesting human stories can take a special floor during the opening event of the SMARNET to take attention of the audience.

Furthermore, their own digital media audience, followers and social media interactions can be used to promote SMARTNET social media accounts while using their visibility on the event. Name and platform options can be consultated while preparation of event agenda process.

Hosting an Art Show

Demonstrating an appreciation for the arts is a positive first impression to leave on a community, and hosting an art show /fair etc. makes for a memorable opening event.

Selected high tech innovative products, IT software demos, digital games (Kral Şakir game developed by a company located in Yıldız Technopak), products of 3D printers etc. of ERA or project partners' Technopark members can be displayed in the hall area of the event venue with decorative desks or digital screen displays.

Furthermore young innovative and potential entrepreneur platforms such as (not limited with those names just examples)

https://yga.org.tr/

https://www.kodluyoruz.org/

https://bilimvirusu.com/

Options can be consultated among TAT, ERA and project partners during the agenda setting step of the event management.

Create a Hashtag

Every new brand wants to create buzz on social media channels, and a hashtag is one of the most effective ways to go viral. To create a branded hashtag for SMARTNET to promote the opening, and the project itself will be boost digital communication interactions for project stakeholders.

Project web site domain name and the global slogan can be used general hastags as well.

#SMARTNETglobal #themultiplier

Event based hastags also can be created with general hastags.

Methodology of Opening Event Logistical and Organisational Management

> **This approach and methodology described in detailed below will be followed by TAT for all other project events as well as events planned under components Activity 1 and 2.**

Task A.3.1.1. Logistical Arrangements Before the Event

The preparation stage of the opening evet covers the planning and organization of all tasks which are needed to ensure that, by the time the opening event comes around, everything is in place for it to run smoothly. The main road map will be Project ToR and Technical Proposal in consultation with ERA, project partners and Contracting Authority and EUD.

Since some tasks, such as for example the provision of the catering services, have to be planned during the preparation stage before the event and then implemented during the event itself, when describing the tasks connected with the opening event, we have used the following specifications for the logistical arrangements before the event:

- Identification of Event Venues;
- Identification of Project Stakeholders;
- Invitation Management
- Regional Event Promotion
- Speaker Management and Coordination of Presentations
- Registration Management, Reminders and Confirmation Emails
- Participant Communication
- Event Website and Digital Products
- Participant Materials
- Ensuring Publicity and Media Coverage

Identification and renting of event venues

As per the ToR and the event specifications above, the event date and place will be determined by ERA and its partners, as well as the event conference hall and foyer.

In case, ERA decides not to propose a venue, the project team will submit three venue options to choose from, including a recommendation of our preferred location. When doing so, we will ensure that we provide all the requested information, regarding equipment, flooring, lighting, and the presence of columns or other fixed architectural structures. As with recommending regions, the assistance of local staff can be invaluable when making venue suggestions, as we have immediate access to a wide portfolio of event locations in the country.

If ERA does mention a specific venue, we will contact this venue to verify its suitability for the event. If for any reason - such as due to a recommendation from our local network agency - the venue is deemed unsuitable, then we will identify and recommend alternative options to the ERA. We see ourselves in this respect not just as an implementing agency, but as a professional event consultancy.

Renting meeting venues and event spaces, including equipment

Renting venues means:

- identifying suitable event locations for the requirements of the event,

- establishing a room plan for plenary sessions and any workshops/breakout meetings, as well as other event spaces such as catering areas, registration etc.

- defining the furnishing and equipment needs for all event sessions (and catering etc.)

Therefore, the following are the most common issues which the TA will look for when scouting venues.

1. **Size of the premises, design and possible format of the sessions**: The TA will verify that the venue is large enough to host the planned event and adapted to the number of participants, the type of lighting and if the mapping of the venue is suitable for the format decided. The TA will also pay attention to set-up capacities, bearing in mind the requested seating arrangements (indicative average 200 participants in plenary, possible break-out rooms for 30-50 participants) and possibilities for engaging participants outside the main meeting rooms (e.g. in catering areas).

2. **Interpretation facilities:** In case the venue does not provide interpretation facilities, the TA will double-check with the venue management that interpretation booths can be installed in the meeting room/s, both from a space point of view and in terms of ISO standards (line of sight between booth and podium etc.)

3. **Audio-visual, internet and technical facilities**: The TA will verify if wireless internet is available and, in case of unavailability, if the installation of a temporary Wi-Fi station would be feasible. Here, we will ask the venue if events have been successfully equipped with wireless internet at their venue in the past. The TA will also check the audio-visual equipment such as stage, video projector, microphones, telephones, flipcharts, etc.

4. **Space for welcoming participants and distributing event materials**: A well-chosen venue is a venue that can also provide an appropriate space for welcoming participants, handing out event kits and ensuring the smooth registration of delegates.

5. **Accessibility and distance from airport and public transport**: The accessibility of the event venue is important for making the participant experience as smooth as possible. The TA will ensure that

transportation is readily available to the venue so that attendees can easily arrive by air or rail (depending on the host city).

Conferencing equipment

Most modern locations which provide conference facilities offer a range of audio, lighting and video equipment in-house. This may include:

- audio equipment, such as microphones and loudspeakers;

- video and projection devices, such as computers, overhead projectors, beamers, LCD/plasma screens, DVD and video players;

- IT equipment, such as a Wi-Fi connection, Twitter walls etc.

- non-digital equipment, such as whiteboards, pens and flipcharts for workshops;

- equipment for video conferences or streaming (audio or video) of events on the internet.

- technical facilities for interpretation (booths, transmitters, splitters, headsets) or communication for deaf or blind participants;

- office equipment, such as telephones, photocopiers and printers.

All required technical equipment that the event venue cannot provide - including any additional equipment which may be required for additional meeting rooms - will be rented from an external provider. This ensures that all equipment meets the necessary standards of modernity and avoids unnecessary costs associated with maintenance, storage etc. The project leader (or other member of on-site staff) will handle all aspects relating to the installation, checking, dismantling and, if required, transportation of technical equipment between event venues. Furthermore, a professional technician will be available on site throughout the event who will be able to solve all tasks that may arise at short notice. The TA will provide the technician with a detailed briefing and complete run-down or 'script' containing details of the planned use of all technical equipment and facilities during the event.

Identification of project stakeholders

When identifying stakeholders, the project team will discuss in detail with ERA precisely which criteria are to be applied, e.g. which fields the stakeholders should represent (politics, civil society, academia etc.), which topics they will be able to speak on, and so on. Clearly defined criteria are the best way of ensuring that we can identify suitable people who will be well-qualified to take part in the opening conference.

The event will also target other specific groups, such as SMEs, start-ups, universities, TTOs, TDZs, etc. or be aimed towards certain demographic groups, such as young people aged 18-24. This almost limitless range is the reason why we will always work closely with ERA to define very clear criteria for identifying stakeholders, which will be closely linked to the aims of the event.

When identifying stakeholders to participate in the opening event, we will consult with ERA to strike the right balance amongst the different target audiences and to more precisely define the roles of any stakeholders involved. Since the stakeholders are intended to act as an intermediary target group by spreading information from the event amongst their networks, we will consider carefully which groups or organisations will be best suited to this task.

Regardless of how participants will register for the event, we recommend sending invitations also via e-mail. Save – a – date e-mail will also be sent well in advance of the event to avoid overlaps in the invitees' agendas. The complete invitations sent prior to event will include:

- A brief description of the event

- A summary of most important details and deadlines

Invitations sent by email, will bear the event design either with the customized PDF invitation, or more simply with an HTML layout incorporating ERA and project's logo. Further to the above, as requested by the ToR, the same custom-made invitation will be printed on a recycled, papyrus like paper and sent via postal services to all 500 invitees. In any case, a dedicated e-mail address will be set up for sending out invitations and managing the incoming registrations and requests.

When drafting the text of the invitations different texts will be used for different target invitees. Most obviously, funded participants (10 regional participants), will also be sent information regarding the travel and accommodation options, which will not be relevant for most participants. In consultation with contracting authority, we can draft texts for these and any other target groups, as required.

When taking decisions regarding funding of participants, the importance of transparency should always be taken into account, with upgrades only being offered where there is a genuine evincible justification, e.g. the participation of the organisation in question is of particular value to the event and would be jeopardised by the denial of funding.

We would discuss such measures closely with ERA and, for any repartitioned participants, contact them personally and inform them of the alteration, as well as keeping track of any changes in the database, so that all measures associated with the new category (travel and accommodation management, possibly a shuttle service etc.) can be implemented as for all other a priori funded participants.

Regional event promotion

Since the opening conference will be invite- only, there is little need for investment in additional event promotion. Hence, additional awareness of the event and its messages will be best generated via the press. Regional event promotion is, however, essential for events open to the public, to create interest in the event beforehand and encourage members of the target groups to attend. Our approach to regional event promotion consists of the following aspects:

- **Online video distribution**: As an alternative to television, video will be distributed online. This provides more targeting options, lower entry and production costs, and a significantly lower cost-per-viewer. Furthermore, cost-per-view payment models mean that the expenditure is directly linked to the size of audience, reducing risk and guaranteeing a highly justifiable investment. Online video will be placed on you tube channel, social media, blogs and relevant websites, depending on the target audience. National or regional targeting, as well as targeting based on almost any other conceivable demographic, is also possible online.

- **Radio**: One medium for reaching a highly specific, usually highly-local audience, is radio. An approach for radio media will be to partner with channels that have a wide youth following both online and offline so that we can truly integrate the event promotion through both channels simultaneously for maximum effectiveness. In particular, radio is often an excellent medium for providing a platform for an event testimonial to promote the event.

- **Print**: Whilst traditional print consumption continues to fall, print content is still being absorbed, just in a different form. Therefore, a print partner that would effectively enable us to engage (e.g. youth) audiences must have either online content, or more importantly, content that can be viewed in an interactive and well-designed way, on a mobile device. One great advantage of running a print ad is that consumers tend to be less distracted and multi-tasking than with online, TV and mobile. There is still the risk of them turning to another medium but we should encourage this by telling consumers to "go to the website for more information", or making the print ad interactive via mobile technology, such as QR codes, augmented reality, downloadable content (DLC) straight to their device, etc.

- **Out-Of-Home (OOH):** An Out-Of-Home (OOH) approach is effective if done the right way because it is seen by everyone regardless of age. If placed around key events and areas renowned for student life, it can, however, be used to focus on a particular group. This guarantees high and repeated exposure. Not only is OOH lower in cost per time spent with the media than other channels, but it is highly effective at brand recall. Consumers remember brands and associations much more when they see the messaging through OOH compared with television.

In all cases, the guiding maxim is to choose media which are primarily consumed by large numbers of the target audience. The foundation of any regional event promotion is therefore a detailed target group analysis, which helps to ensure that funds are invested wisely and effectively.

Speaker management and coordination of presentations

When identifying potential speakers, the project team will discuss in detail with the relevant member of staff at ERA precisely which criteria are to be applied, e.g. which fields the speakers will represent (contracting authority, academia, business etc.), which topics they will be able to speak on, and so on. Clearly defined criteria are the best way of ensuring that we can identify suitable people who will be well-qualified to contribute to the opening event.

Speakers will be issued with a special invitation, including more detail on their role than would be necessary for participants. For example, it may be appropriate to suggest a working title for the speaker's talk or include information on the podium discussion they are being invited to participate in.

Our speaker management services will cover all stages of the invitation and registration process offered to participants. However, speakers will also be given an additional level of personal assistance.

Rather than contacting speakers via email, our first contact will be via personal telephone calls based on lists agreed upon with the ERA. We have professional staff on location and are therefore able to contact the speakers in their native language.

In these telephone calls, we will explain the background and context of the event and discuss all thematic, technical, and organisational aspects relating to the speakers' participation, including technical equipment requirements (e.g., PowerPoint presentations), travel or accommodation arrangements. Once a provisional agreement has been reached, we will send more detail to the speakers via email.

In most cases, all speakers will be requested to submit abstracts of their presentations and speeches by a specific deadline (e.g. one week prior to the event) in Word, PDF, and/or PowerPoint file format. If possible, we can compile speakers' presentations into a master presentation for each room in use at the event. This means that the presentations can be shown consecutively without any delays. In

practice, speakers often bring a final version of their presentations with them to the event on USB stick. In such cases, our on-site team will assist with uploading the presentation onto the room computer and making sure that it can be shown in the correct format. Since simultaneous interpretation will be organised for events, interpreters will also be provided with abstracts to aid their preparation.

Registration management, reminders and confirmation emails

If registering for an event via email, participants will simply be able to reply to the invitation email, giving all required information. In practice, this may require the responsible event manager to ask for clarification on some information which participants have not initially provided. This slows down the process, which is one of the primary reasons why, particularly for larger events we prefer the use of an online registration tool or registration via mobile app.

An example registration form, developed for the European Agency for Fundamental Rights, is given below.

Using a digital platform for gathering registrations means that registrations can only be completed once all information has been added to the acceptance of the system. This significantly reduces the need for back-and-forth between the participants and the event team. It also makes it possible to automate confirmation emails and more easily send reminders to non-registered invitees, or programme updates to registered participants.

The registration form will always include security measures and a reference to the legal framework regarding the collection and use of personal data, which shall be treated in accordance with Regulation (EC) 45-2001.

When developing an online website or using an existing tool, we always implement all the necessary steps to ensure high-quality, barrier-free accessibility early on in the concept and design phase. All websites developed by our consortium are drafted, designed, and realised to deliver barrier-free accessibility and usability. Barrier-free accessibility according to BITV means:

- Providing alternative audio and visual content (alt tags);

- Not using complimentary colours (e.g. red and green);

- "Clean" programme codes (style sheets, separation of content, and form); Non-exclusive application of JavaScript;

- Scalable type sizes;

- Consideration of special language features;

- Not using HTML tables and frames in the layout;

- Universal compatibility with complementary technologies (browser versions);

- Exclusive use of open technology standards.

To ensure barrier-free accessibility through technology by using and adhering to the BITV and other guidelines. Sometimes, creating a barrier-free website means that smartphone optimisation cannot be realistically implemented. It is our policy to prioritise barrier-free accessibility, and TAT would only act otherwise upon exceptional request from the contracting authority. Whichever registration system is used, TAT will maintain a digital record in an Excel file of all incoming registrations, which can be

provided to the ERA at regular intervals and upon request. This file will include all important information, whilst its use will respect participant data privacy, only being used internally for the purposes of the event.

Participant communication

One member of the team will be appointed responsible for participant communication from the designated email address. This will include relating travel details and event information to participants, as well as notification about the publication of the event programme. After the event, this will include the sending of any speaker presentations or additional evaluation questionnaires, if such are requested by ERA.

TAT will also compile a short overview document of practical information for participants. Much of this information, such as a city map showing how to reach the hotel, will be required before the event. TAT will therefore usually compile the information in advance and distribute it electronically (via an email with a download link to a PDF). Participants can therefore familiarise themselves with the most important practical details associated with attending the event. The information will be provided in English and Turkish and will consist of a brief 2-page PDF in a simple layout including the event title and the project logo. If requested, printed copies of the practical information can also be provided at the event and distributed to participants with the conference kits.

Event website and digital products

A dedicated opening conference website will provide the participants with invaluable information and will greatly enhance the overall event experience. The typical functions of the website will include:

- Landing page – providing key event information, such as where, when, who, etc

- Registration – website will include information on how to register and/or an online tool

- Content – the opening event programme, speakers; abstracts, useful links, etc

- Practicalities – a map of the event city, how to reach the venue, etc

- Web streaming – life stream of the event via internet

- Discussion forum – a platform for discussion among the participants

- Post-event documentation – images, videos, speeches and reports from the opening event

- Press corner – a place dedicated to the press

The above selection is what TAT usually use for an event website. Preceding the development of the platform, the project team will provide to ERA strategic guidelines on the best tools, latest trends and most effective solutions in terms of design of the website. Once the website is launched, we will be responsible for the immediate provision of security updates (when required) and will take over the technical monitoring with regards to the performance (number of users and access rates).

TAT always adhere to the user-centred design process in the implementation of our online projects, i.e. projects provided and maintained by me Digital are under constant improvement and development based on user feedback and client wishes. During the maintenance phase, TAT provide not only the basis administration and content support, but also development and design support, when such is required.

Organisation of work

TAT will follow precisely the requirements of ERA and implement a methodology in developing and designing the user experience of the portal.

- **Ux Design Strategy Method**: TAT will thoroughly analyse the users' tasks, path, behaviour, motivations and ways of engaging with such platforms. The design strategy is the moment where the team gathers the information that will help define what will be the best characteristics for the final product, according to the target users and industry standards.

- **Concepting Method**: After a good understanding of the targets and context requirements has been defined, TAT will create the concept. In this step, TAT conceptualise the structure, navigation, contents and tools of the website (amongst other products) and target group-relevant page elements. A key part is ensuring that the website is responsive and usable on all devices. This consists of brainstorming, user flow and task analysis.

- **Product Planning Method**: TAT then precisely settle the structure and all the possible uses of the product and analyse the user's interaction with the product as it is so far. This consists of sitemap, features roadmap, user cases and scenarios, and metrics analysis.

- **User design and validation Method**: Finally, TAT will implement a series of qualitative and quantitative tests that ensure that the final design solution is the most adapted and satisfying for the target users. This consists of a quantitative survey, usability test, A/B test and Eye tracking. After these tests and possible revisions, the developers programme pages and features, integrate all content so all content can be accessed on the test server by the contracting authority. For quality control, the developers check the website's correspondence to the master layout, concept development and sitemap

Visual identity and screen design

An important feature for an event website is that its screen design is in keeping with the visual identity of the event. Our screen designers therefore work closely with the graphic team working on the event's overall visual identity. The screen designers use appropriate elements of the visual identity to create a website which maintains consistency in the visual communication around the event.

Participant materials

TAT will manage the preparation of event programmes, materials and other official correspondence in line with ERA requirements. This will include the supply of practical information for participants, such as maps, in which case all documents will be produced in a simple, clean layout (header, footer) bearing the event title, the project logo and any other relevant information. All materials, whether for printed or electronic use, will be sent to ERA for approval before distribution to participants. TAT will therefore include time periods for incorporating ERA's feedback in the project plan. TAT suggest agreeing a standard timeframe for feedback (such as five working days) on materials, so that all parties can plan appropriately.

Name badges and table signs will also be produced on the basis of final participant (and speaker) lists. These will also bear the relevant logo, event title, person's first and last name, and the organisation they represent. High-quality name badges/table signs will be produced in advance, whilst TAT will always also prepare a suitable number of blank badges/signs for onsite printing, which may be required due to last-minute changes.

After the event has finished, TAT **will organise the return of any surplus, reusable materials, such as promotional items, to the project office premises**. Event-specific materials, such as printed programmes, will be disposed of in an environmentally friendly manner.

Precision, style and small details all contribute to a slick and polished finish for publications and other visual materials, such as posters, banners etc. When preparing a catalogue, information leaflet or other document, TAT first elaborate a detailed page plan, specifying the content of each page, including texts, pictures, information graphics, or other illustrations.

After approval of the page plan, TAT **create a basic layout**. This is important as a guideline for the editorial process, since the overall page layout has an impact on the available space available for the texts, images, and graphics. That is, synergies between the editing and graphic design processes are generated right from the onset. The basic layout reflects the overall tone of the publication as defined in the concept of the page plan. For the design of the layout, TAT will follow the European Commission's graphic design guidelines (and/or any other specific guidelines relevant to the product) to ensure coherence overall message and to increase recognition among the target group.

The basic layout will determine graphic elements, such as the publication's colour codes, the overall page set-up, the size of illustrations, specific structural elements, as well as specific fonts and logos. With dummy texts in the basic layout, the length of the texts will be determined in advance to avoid time-consuming text modifications after integration into the layout.

Translation

After ERA has approved the English master version of headlines, sub headlines and copy texts, TAT will translate the master text into Turkish language.

Different language versions

When producing documents in different language versions, TAT **take into consideration that texts in different languages require different amounts of space.** This will be taken into account in the layout of the print material so that the same layout can be used for both languages, which makes the cost-effective method of using only one colour for the text (usually black) possible. Then, only the colour plate for the text has to be changed while all the remaining colours can be printed identically and simultaneously for all language versions.

When editing images, TAT pay close attention to colours, shading and measurements, while proof readings ensure spelling, grammar and expression are suitable and correct. Once the first proofreading has been carried out, the document is amended, and a second proofreading is conducted based on ERA's comments. Extra changes are made until the contracting authority gives its final approval of the layout.

Ensuring publicity and media coverage

In the run-up to the opening event, TAT will draft a press release, announcing the event and inviting the media to attend. This will result in media coverage before the event, thus also attracting the attention of further potential visitors, as well as encouraging the attendance of the event by media representatives, thereby generating coverage during or after the event.

After the distribution of the press release, a personal follow-up with journalists by telephone will be conducted. As some journalists receive numerous press releases every day, it is impossible for them to

take all news into consideration for the drafting of their articles. In such a personal follow-up, it is possible to draw the attention of the journalist on the topic, to convince him or her of the significance of the issue and to offer additional material, e.g. images, to illustrate the article. This may increase the number of publications considerably.

To provide the media with detailed background information for press coverage, if needed, TAT will compile comprehensive press kits, including, for example, detailed information on the topic of the event. Press kits will be sent to media representatives upon request in the run-up to the opening conference or distributed on location.

TAT will offer press material in both printed and digital formats, such as press releases, information graphics, photos, background documents, fact sheets, video news releases, etc. The press material will be agreed with ERA and TAT propose that, besides distributing it at the events, it be made available for free download on the event's website.

As well as conducting press and media work, it is important to focus in the event programme and implementation on the generation of news-worthy content. Therefore, TAT will include measures designed to appeal to the media, such as:

- photo opportunities

- announcements (e.g. of new project and the opportunities)

- launches (e.g. of competitions or strategies)

- joint statements (e.g. of cooperation between different project stakeholders)

- achievements (e.g. goals or targets being reached)

Task A.3.1.2. Logistical Arrangements During the Event

As mentioned earlier, for the tasks to be implemented during the event, the necessary preparation work has to be carried out beforehand, as explained in the above task. Therefore, within this section TAT will undertake opening event, including:

- Organizing interpretation
- Participant's accommodation
- Local Transfers
- Providing catering
- Issuing name badges and materials
- Photo and video documentation of the event
- Life web streaming
- Live tweeting and Twitter walls

Organizing interpretation

When organising interpretation for multilingual events, such as the opening conference, technical requirements will, based on the specifications provided, take into consideration the number of people

requiring interpretation services, the number of languages to be covered, the type of interpretation, i.e. simultaneous or consecutive, and the most suitable interpretation facilities for the services required.

Before the event, the Project staff will issue interpreters with a full briefing including sufficient information about the meeting/conference, the full event programme, speakers' CVs and speech or presentation abstracts. This means that they can prepare adequately for their assignments.

All interpreters will be AIIC certified, provided by Professional Conference Interpreters Worldwide and will have experience working with EU projects. Additional services within the scope of interpretation will be the provision of speed typist who can create a "speech to text" transcription of the event.

Equipment for interpretation

Since as per the ToR, simultaneous interpretation equipment is required (as opposed to consecutive), for which interpretation facilities in accordance with ISO 2603 (fixed booths for simultaneous interpretation) or 4043 (mobile booths for simultaneous interpretation) are required. These are the standards used by EU institutions. TAT will use one booth for one language (in this case Turkish) and two interpreters per booth.

Since some venues have fixed (pre-installed) interpretation booths, whilst some may need mobile booths installed specially for the event, the issue of interpretation has to be considered from the very start of the planning. As well as the booths, the equipment provider will supply the necessary number of headphones and provide the audio feeds of the events used for the transcriptions and/or online transmission.

Participant's accommodation

Managing hotel bookings for event participants is a central part of the event logistics, including tracking rooming lists, reviewing invoices and comparing bookings with attendance.

Therefore, our staff are fully able to meet the needs of the opening event, handling all correspondence with the hotel and keeping abreast of all impending deadlines.

Selecting suitable hotels

As mentioned, TAT **will provide ERA with three hotel options.**

Whilst there may often be a clear first-choice, as the meeting location may also offer high-quality accommodation, it is nevertheless important to compare the market and look at other hotels, which may prove to be more attractive options for a variety of reasons, such as cost, number of rooms, availability or a favourable cancellation policy.

Once the venue is known, TAT will therefore look at nearby hotels and suggest a total of three options, always aiming to accommodate participants together in as few hotels as possible. Furthermore, if the venue is a hotel which could also be used for participant accommodation, then TAT will ensure that the project benefits from this synergy in terms of delegate packages, favourable rates etc.

Negotiating favourable conditions and cancellation policies

When dealing with hotels, we will aim to negotiate preferential rates, taking advantage of deals, group bookings rates and regular customer offers.

TAT will pre-reserve room contingents at all hotel options, confirming bookings following approval from ERA. Should the travel arrangements require that a participant must stay (an) additional night(s) in the hotel, TAT would always consult with ERA beforehand and await authorisation before finalising such a booking.

One key point for consideration is the hotel's cancellation policy. This can have a great impact on the flexibility of event planning and is therefore included as a criterion when comparing hotel options.

Most hotels have a standard policy but are open to negotiation if this issue is raised. TAT will therefore discuss cancellation fees with the hotel and aim to receive favourable conditions, which will be clearly communicated to ERA.

Participant-facing accommodation management

Once a participant's hotel has been booked, they receive a confirmation email with all important information on the hotel (location, dates of stay, check-in times, map etc.).

Thereafter, a member of staff remains the fixed contact person for participants regarding accommodation queries. This will usually be the same person as for registration management, so that participants have a single contact point.

Ongoing accommodation management

Throughout the event preparation phase, TAT will maintain a permanently updated list of all room bookings and send this to the contracting authority at regular intervals, and upon request.

TAT will also keep in regular contact with the hotel(s), keeping them informed of any changes to the schedule and/or when bookings can be expected. Keeping the different parties' up-to-date helps planning on all sides and contributes to a favourable atmosphere when managing cancellations or other negotiations.

Local transfers

The TA will organise travel within the event city, which can include pick-up from and return to the airport, and travel from the hotel to the event location if required. This means arranging for local taxi or shuttle services. In all cases, the event team will conduct a needs assessment looking at the following issues:

- how many participants require travel?

- are they travelling together e.g. are participants arriving on the same plane from the same city?

- do any participants require VIP vehicles?

Based on the answers to these questions, the TA will choose the appropriate means of transportation accordingly. For example, participants arriving individually at an airport will generally travel by taxi, whereas it may be more efficient for larger groups to arrange mini-bus transfers. In all instances, modern, environmentally friendly vehicles are chosen and transportation facilities for people with disabilities will also be provided, if necessary.

Providing catering

A tailored catering arrangement that suit the event format of the Opening Conference will be organised, including:

- coffee breaks: may include welcome coffees, and morning and afternoon coffee breaks;

- cocktails: also including standard or special service for VIPs.

To identify suitable caterers, the TA will first contact the event venue, which will often be able to recommend an in-house or partner caterer.

Addition to these; TAT have been informed that, within the scope of technoparks there are organic beverage and coffee producers acting as start-ups. Those options can be used as option giving practical packaged mini coffee or organic food as gifts.

As well as the catering elements offered, the level of service can also be adapted to meet the style of the event. For example, meal lunch can be served as a simple sandwich lunch, a standard buffet or as a VIP occasion. This range of options can also have a great impact on the cost and, as such, the scope of catering will be discussed closely with the contracting authority to ensure that an appropriate level of service is provided. As a rule, the style of catering should match the overall level of the event, the quality of the hotels etc.

When selecting a menu in collaboration with the catering service, cultural, national, religious or target group-specific preferences will be always taken into consideration and sufficient alternatives for vegetarians, vegans, people suffering from allergies, celiac disease etc. are provided. Furthermore, it is our policy to make use of local and, if possible, organic and/or fair-trade products wherever these are available. Whether or not to offer alcoholic beverages will depend on the type of meal and will also be discussed with contracting authority in advance

Issuing name badges and materials

The TA will arrange for three event assistants to provide on-site support. These will be hired from a local agency, with the number required depending on the range of tasks and the number of event participants. When working with assistant agencies, TAT make sure that they guarantee that hostesses and stewards are professional, attentive, caring with good communication skills and demonstrated ability to anticipate and address participants' needs. These qualities and skills are essential to interact efficiently and serve different types of guests such as VIPs, journalists, speakers, participants and organisers.

One of the main tasks of event assistance is welcoming participants, speakers, and guests at the welcome desk, and conducting on-site registration. This will be carried out under the supervision of the on-site event manager. All on-site registrations will be carried out at the welcome desk, including the distribution of name badges, information, and conference kits. Once all participants have registered on site, a final attendance list will be put together, which will be included in the event report.

After registration, the assistants will also help during the event, both at the desk by dealing with participants' problems or requests, answering any practical and logistic questions regarding the schedule, room location and assistance in installing the event app. In the conference and meeting rooms, they can support with tasks such as handing round microphones, installing table signs, and providing water for speakers and delegates.

The project team will provide the assistants with a comprehensive briefing the day before the event, including which tasks they have to complete, when and where they have to be, a list of important telephone numbers, a map of the venue and any other information which may be useful. During the briefing, the project leader will also conduct a walk-through of the venue so that the assistants can familiarise themselves with all rooms, walkways, access points and exits.

Photo and video documentation of the event

Production process

It is generally used modern HD (high definition) cameras (Sony XD) in 16:9 format, providing video in DVD, high-res MPEG or FLV formats. For photography, TAT use Canon digital photo cameras. In the pre-production phase of the Opening event, the TA can draft a detailed briefing and a shot list for the camera team(s) specifying people, motifs, ambience, or activities to be filmed and/or photographed in the production phase. The briefing and shot lists will take the contracting authority's priorities and desired focus of the event coverage into consideration. The briefing and/or shot list will form the basis of filming/shooting at the event. After the event, the post-production phase begins. The key elements of this stage are:

- 2D animation, graphics, captions, logos can be included;

- Sound designing and editing includes voice-overs, musical overlays and other sounds compiled into complete AV transcript for the contracting authority's approval;

- Finalisation includes colour correction, sound engineering and mastering;

- Master version can be translated into any other languages, both in terms of audio and captions or subtitling;

- All voice-over artists hired are native speakers of the language in question.

Dissemination of audio-visual products

Any videos can be either distributed directly to the ERA, or sent via a download link to event participants, or otherwise further processed. Sometimes, a combination of video and photographs used and combined into one film can form an attractive product.

Another possibility is the production of an online version of the video and/or photo documentary. This will be made available on the project website and uploaded in the social media sites to be viewed as a video stream or as a downloadable video file.

Life-web streaming

Rich media live web-streaming is an especially useful tool for the audio-visual coverage of large-scale events with presentations. It is possible to display up to three panels in parallel on the webpage of the respective conference:

- The first window shows the video of the speaker,

- The second displays the presentation (the slides are timed according to the speech)

- A third window contains additional information about the speaker, links to background information etc.

A more basic live streaming set-up can be achieved by the implantation of services such as YouTube, livestream and upstream. Furthermore, the interdisciplinary team of me TV, on which technical requirements can rely on, constantly scouts media innovations to offer immediate implementation of new broadcasting channels such as mobile live streaming with Periscope and Meerkat.

Live Tweeting and Twitter walls

Twitter is an excellent way to position the Opening Conference event within a global discussion:

- Topics of global interest are connected on Twitter via #hashtags;

- The ERA can make use of these to add its voice to the worldwide discussion;

- Live tweeting during an event draws global Twitter users' attention to the event taking place;

- For maximum impact, a dedicated social media reporter will have a number of prepared tweets to publish during the event, as well as provide live reporting, including quotes from speakers, and above all live images/video of the event;

- Increase audience by ©tagging speakers and other event participants e.g. when reporting on a statement;

- Awareness is increased by uploading content in the run-up to, during and after an event;

- Monitoring Twitter activity and retweeting interesting or relevant messages posted by other users draws attention to the contracting authority's presence;

- For maximum awareness, a Twitter account will be used which is already in place for other communication activities, as this will have an existing follower base which can be exploited

Task A.3.1.2. Follow up of the Event

Important parts of event follow-up are internal evaluation, accounting and client reporting. These are addressed in the sections on day-to-day work management. Apart from these, the follow up of the opening conference will include:

- Drafting and dissemination of minutes, including translation and uploading

- Evaluation of events using questionnaires

Drafting and dissemination of minutes

The minutes and/or thematic dossiers relating to the opening event will be based on the recording or transcriptions of the event discussions. Speeches, presentations and discussions will be recorded and transcribed during the event and the professionally edited into summaries for inclusion in the minutes, depending on the ERA specifications, the documentation could also be based on minutes taken by the project staff and not on an audio recording. The welcome speech to the event will be presented as a preface to the minutes.

The most common option for dissemination of the minutes would be uploading them onto the event website or other appropriate webpage. Here, alongside the event summary, we can offer other files (e.g., transcriptions, presentations, individual speeches, audio-visual recordings, etc.) in separate files to allow interested parties to download selected items. All event websites will be designed so that the

uploading of these files can be carried out by an event manager with no required knowledge of HTML or other programming languages.

Once the minutes have been uploaded, event management team can also send an email to all event participants alerting them to this information and simultaneously thanking them for their participation in the event. If requested, the minutes can also be distributed to participants via other channels, such as in printed form or on a DVD. Alternatively, all participants can be sent the link to the website, with only a selected group being sent hard or electronic copies.

The default language for the minutes, unless otherwise specified, will be English. We can, however, also carry out translations into Turkish, drawing on the services provided in-house.

Evaluation of the opening event

In order to evaluate feedback provided participants, questionnaires with an average 10 questions will be design. The questionnaires can either be distributed in paper form at the event or the survey can be sent digitally to participants, via email.

If conducted digitally, TAT recommend setting up the evaluation form using a similar interface to the registration tool (if used), meaning that participants are already familiar with the feel and functionality of the software. Participants are then sent an email with a direct link to the questionnaire.

However, the form is designed, the questions will adhere to the following principles:

- Ask questions on content and organisational aspects of the event;

- Use unambiguous wording;

- Use simple and consistent scoring with 4 degrees of evaluation (very good, good, OK, poor);

- Avoid double questions, e.g. 'How did you find the catering and the schedule of the event?';

- Avoid questions with confusing negation words;

- Include an opportunity for participants to provide comments they wish to make.

The results of participant feedback can be tabularised, with the ERA receiving a clear overview (and graph) of the answers to each question. This will help the project team to pinpoint the success of specific aspects of the event. As well as summarising the numbers, the project leader will provide a short commentary, highlighting any particularly noteworthy results and making recommendations, if appropriate. This feedback analysis will also be included in the event's technical report

The Details of the Opening Ceremony

Number of approximate participants	At most 200 people
Duration	½ day
Accommodations	At least 10 national guests will be accommodated in an appropriate hotel
Flights	At least 10 domestic flight tickets (roundtrip)
Transfers	Will be compensated together with airport-hotel-activity area-airport transfers area of up to 10 invitees.
Interpretation	English- Turkish (or vice-versa) interpretation shall be provided during the event
Refreshments	Full board
Meal	Full board
Venue	• Event date and place will be determined by ERA and its partners, • The conference hall and foyer will be determined by ERA, • A prestigious event backdrop shall be in the stage behind the lectern • At the entrance of the hall, the name badges will be distributed and directing the guests and a spider desk will be set for getting the signature and for all these tasks at least 3 people will be assigned • The flags of the project will be set in hall and foyer
Equipment	• Speaker lectern • (If necessary) Hi-res projector and projector screen which will not be less than 5 meters length • Sound system which enables consecutives interpretation • Wireless microphones for presenters and speakers • Hi-res audio recording device • At least two video recording devices (one hi-res camera+tripod)
Others	• 500 invitations and envelopes in A5 will be prepared and delivered to project stakeholder • Online polling services shall be provided • Online social media feed services shall be provided • Live stream of the event on social media shall be arranged • An event management platform or application shall be used. • At least 3 published articles and/or news one on sectoral, one on regional and one on national media. • Activity report

C- Activity A.3.2. Closing Event

One day Closing Event will be organised with the participants of high levels of representatives from the ERA, stakeholders, universities and social partners and etc. National and/or local media will be invited. The Event will be organized as a means of

communication, in order to introduce the results of the project to wider public and to contribute raising awareness about the benefits of SMARTNET. At most 200 participants in total will attend to the event.

The Details of the Closing Ceremony

Number of approximate participants	At most 200 people
Duration	½ day
Accommodations	At least 10 national guests will be accommodated in an appropriate hotel
Flights	At least 10 domestic flight tickets (roundtrip)
Transfers	Will be compensated together with airport-hotel-activity area-airport transfers area of up to 10 invitees.
Interpretation	English - Turkish (or vice-versa) interpretation shall be provided during the event
Refreshments	Full board
Meal	Full board
Venue	• Event date and place will be determined by ERA and its partners, • The conference hall and foyer will be determined by ERA, • A prestigious event backdrop shall be in the stage behind the lectern • At the entrance of the hall, the name badges will be distributed and directing the guests and a spider desk will be set for getting the signature and for all these tasks at least 3 people will be assigned • The flags of the project will be set in hall and foyer
Equipment	• Speaker lectern • (If necessary) Hi-res projector and projector screen which will not be less than 5 meters length • Sound system which enables consecutives interpretation • Wireless microphones for presenters and speakers • Hi-res audio recording device • At least two video recording devices (one hi-res camera+tripod)
Others	• Online polling services shall be provided • Online social media feed services shall be provided • Live stream of the event on social media shall be arranged • An event management platform or application shall be used. • At least 3 published articles and/or news one on sectoral, one on regional and one on national media. • Activity report

D - Activity 3.3 Promotion and Visibility Materials

Project Institutional Identity

As stipulated and as defined by the technical proposal , the project logos and visibility standards to be developed will be the first action to be implemented. The Senior Non-Key Visibility Expert developed a set of logos to be used whenever possible, such as press conferences, workshops and seminars for publicity purposes (invitations, banners, stands, signing, power point presentation templates etc.), out of which ERA and project partners choose.

Guided by the TL, a highly professional team of designers and communication experts take part any graphical elements necessary for the Commission's print or online content, information or promotional materials.

In line with several draft and designing set of logo options, the logo and the slogan as "The Multiplier" for SMARTNET has been chosen to be used in related communication materials.

The project institutional identify kit has been prepared as annex of this Communication Strategy.

Please see Annex 1: Project Institutional Identity and Visibility Guideline Kit Document

Publications and Design Process

Especially during the first draft phase, intensive collaboration is essential to incorporate changes into the design selected by the ERA and to adapt it as new information emerges during the process of creation. Thus, regular mutual interaction is the basis for a common understanding of the message transformed into graphics, structures, and text elements, which covers the following stages:

• First briefing meeting
• Elaboration of a page plan and graphic concept
• Image and graphics editing

- Typesetting
- Production of a master layout
- Submission to ERA for final approval.

ERA will be closely involved in this process, ensuring that all graphic products fully reflect expectations. Based on the approved briefing and page plan, the TA will develop a concept for the design of the product, specifying layout and tonality of the product. A binding design concept will guarantee that the end product will show a high level of coherence with existing design products, increasing recognition among the target groups. When developing graphic concepts, the TA will take into consideration existing graphic charts and logo sets.   The graphic concept will determine graphic elements, such as: (i) The product's colours; (ii) Overall page set- up; (iii) Size of illustrations; (iv) Specific structural elements and (v) specific fonts and logos

The TA creative team will develop the graphic concept in close co-operation with the ERA. Based on the graphic concept, the basic version of the publication will be designed. With dummy texts in the basic version, the length of the texts would be determined in advance in order to avoid time-consuming text modifications after integration into the layout. If different language versions of the information product will be planned (English and Turkish), the different lengths of the texts in different language versions will be taken into consideration for the basic layout. Taking this aspect into consideration, a flexible layout reduces printing costs considerably as only the black plate with the texts must be changed for printing while the basic layout in colours can be produced on one printing plate for all language versions.

As stated in the terms of reference, the TA will develop print products (such **as brochures and leaflets**) during the project implementation, overseeing all aspects of conceptualisation and production in close cooperation with the ERA. In order to ensure that the content is engaging for the targeted groups, the TA will incorporate success stories which explain the effects of process and energy efficiency in a positive way and which fit into the thematic approach of the materials being developed. The success stories will have a straightforward, informative approach to concretely explain the measures implemented by the project in further strengthening the competitiveness of the SMEs in the region. The link need/action/impact/benefit will be highlighted in each success story.

In addition, we also recommend incorporating infographics into the print products to help explain both the story of the Productivity Platform, as well as the lifespan of IPA the funded intervention. Infographics which use accessible language and have a visually appealing style have the potential to reach a broad readership more effectively than text; this is especially true in the case of increasing the competitiveness, which is complex topic that can be policy- heavy and confusing.

Promotional Materials

In order to increase visibility of the SMARTNET as well as the project, the project team will prepare promotion and visibility materials. Indicatively, the following materials are planned to be prepared: posters, billboards, roll-up banners, leaflets, brochures, visibility kits, etc. The project team will also produce all necessary promotional materials and will be responsible for dissemination throughout the project duration.

Below list contains indicative ideas about promotional materials and their approximate quality and quantity descriptions. Other innovative proposals from the Contractor shall be evaluated during the lifespan of the project.

If various types of communication measures are realised under one visual umbrella, they are recognised and remembered by the target groups, thus increasing the communication activities' overall impact. The core element of an overall design is a logo. A logo is an iconic symbol designed to represent a company, organisation, product, service, event or initiative. It is designed to cause immediate recognition by the viewer.

Hence Project ToR has been prepared several years ago, up to this time printed materials have lost the attraction and effectivenes thus digital media and publication via digital devices have taken the floor in daily and business life.

Furthermore Go Digital

Newspapers and magazines have a limited shelf life so switching to digital versions is a green thing to do. However A paper book, magazine, or newspaper is a tangible item that you can pick up and hold while you are reading it. A digital book, magazine, or newspaper is an intangible virtual item. The thing that you touch or hold in your hand for reading is an electronic device like a desktop computer, notebook, tablet, e-reader, or smartphone. Unless you read on a uni-tasking e-reader, these devices do a lot more than providing reading material.

A direct comparison may not be feasible, however, you and I can learn about the environmental issues associated with paper and digital media and explore how we can green our own reading habits.

Flags in 600 seems too many and unnecessary for planned events. The number of copies can be decreased with new budget calculations and this amount can be transferred into another communication actions or changed into new promotional materials or enrich current materials which are not defined in the ToR already.

With new promotional material planning start-ups, social responsibility projects, civil society products, women entrepreneurs, university stores may be supported in terms of ensuring win-win procurement processes.

Different concepts can be followed for new promotional materials such as:

Virtual Event Giveaways

Virtual events are never going away. Even as some events begin to have in person components to them, the convenience and reach online events offer will make them a viable part of any smart marketing strategy. The challenge for these event organizers becomes finding a way to make their virtual or event hybrid event stand out. Virtual event giveaways can help bridge that gap.

By building up excitement, creating brand ambassadors, and even driving online engagement, giveaways have been a valuable tool for making virtual events a success.

Virtual event giveaways also play an even bigger role in humanizing a brand, while helping customers connect personally with them.

Work from Home Products

The pandemic has led many large corporations to see value in allowing their employees to work from home. Companies everywhere have adopted hybrid work policies, while many have allowed their employees to work remotely permanently.

Businesses everywhere are expected to follow suit. Which means more and more employees will be in need of work from home products to help them stay productive even from their home offices. Consider items that make work easier, keep employees connected, and offer much needed moments of de-stress - because working from home can be crazy.

Eco-Friendly Items [3]

It turns out, sustainability sells. According to [ASI's 2020 Ad Impressions study](#), 46% of consumers have a more favorable opinion of an advertiser if the promotional product they received was environmentally friendly.

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[3] Link contains material samples at internet

Consumers are searching for more than just quality products and services these days. They are looking for brands that align with their personal values. So giving an eco-friendly promotional item as a gift will not only help showcase your company's ethics, but make your brand more credible and thus likable.

Return to the Office Items[4]

For employees who did go back into the office, safety is still top of mind. You can limit risk and boost employee morale by giving your teams everything they need to stay healthy. Essential sanitation supplies that not only keep employee work areas clean, but help them stay productive are sure to be a popular promotional product trend this year. Smart marketers will think outside the box. Of course the PPE essentials like masks, gloves and sanitizers are critical. But think about products that people can't just get anywhere. For instance, someone might have a stock load of hand sanitizing wipes. But a UV sanitizing wireless charger? That's a game changer.

Wireless Products

Connectivity is always trending. And as home and work life clash together, wireless products will be in higher demand than ever before. The remote office has fueled the need for flexibility in work spaces, and a decrease in cord clutter. Plus, as our world becomes firmly planted in the digital space, the need for wireless products will continue to grow. Everything - from our meetings to our holiday celebrations - seems to be online these days. No one wants to be tied down to an outlet while they're in the middle of a video call. Help keep remote employees happy and customers impressed with the latest trending wireless products.

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[4] Link contains material samples at internet give just idea

Addition to these; we have been informed that, within the scope of technoparks there are organic beverage and coffee producers acting as start-ups. Those options can be used as option giving practical packaged mini coffee or organic food as gifts.

Promotional Material Draft Production Table

ToR Material	ToR Description	New Suggestion
Poster 2.000	70 cm x 100 cm Four colors Matte finish 120 g/m2 or 163 g/m2 paper	1000 copies (budget transfer to the digital promotion efforts, various promotional materials or social media dissemination)
Pamphlet 2.500	27,94 cm x 21,59 cm Four colors Semi-Glossy finish 120 g/m2 or 163 g/m2 paper	1000 copies (budget transfer to the digital promotion efforts, various promotional materials or social media dissemination)
Leaflet 5.000	22,23 cm x 30,30 cm Four colors Semi-Glossy finish 120 g/m2 or 163 g/m2 paper	3000 copies (budget transfer to the digital promotion efforts, various promotional materials or social media dissemination)
Flag 600 • • Four colors	Flags will be suitable for the visibility rules of the programme. • Knitted polyester, weight 130 gr/m2	50 items (budget transfer to the digital promotion efforts, various promotional materials or social media dissmination)

Pen 7.500	Size: 135 x 11 mm Color: As described in the project corporate ID guideline Ink Color: Black or Blue Imprint area: Barrel: 45 x 20 mm; Clip: 20 x 4 mm Imprint method: Screen printed; 4 colors	
Note-book from recycled paper 7500	Size A5 - 165 x 210 mm 26 sheets (52 pages) excluding cover, wire-stitched on the 210mm side, bond paper of 80 gm/m2 ruled in grey with 5 sets of four equidistant lines, 8 mm between each line within a set and a space of 16mm between each set.	
Roll-up Banner and Frames in 25 copies	Frame will be standard silver color structure Artwork: File size: 850 x 2050mm (no bleed required) The top 15mm will be hidden behind the top edge of the frame The bottom 50mm will be hidden inside the base of the frame Safe area: No important content should be placed within 50mm from the top edge, or within 100mm from the bottom edge Any graphics should be high resolution Color should be CMYK	
Bags in 300 number	Front flap with zippered front pocket 15.6" laptop compartment Side water bottle pocket Adjustable shoulder strap Back panel with trolley sleeve 31 cm x 40 cm x 12 cm Color: As described in the project corporate ID guideline Logo: Front (Centered) 9 cm x 9 cm, colored	Item can be change into another item suggested above
Woven bags 800 number	Material: 100% new virgin PP (and PE if PE liner needed) Top mouth: A. heat cut B. Hemmed C. valve Bottom: Single/double fold and single/double stitched; square bottom	
Prestige Bags 50 in number	Material: Full grain real leather Size: 32,5 cm x 23 cm x 4,5 cm Color: as described in the project corporate ID guideline Padded compartment for 15" computers Pockets for tables and accessories Adjustable and removable shoulder strap	Item can be change into another item suggested above

Memory Stick in 1.000 number	128 GB wit colour printed	Item can be change into another item suggested above

Managing and Cooperating with the Media

Similarly, to visualization of content described above, the TA will develop specific products targeting social media users.

This will take into account the social media channels to be used (e.g. Facebook, Tweeter or bloggers' outreach), target audience in question, the topic and the objectives of the specific campaign or communication activity. Social media graphic elements that have shareable characteristic include above mentioned infographics, video graphics, viral videos, short interviews, video spots, comic strips, images, templates for documents, etc.

The choice of platforms for specific issues will also depend on the identified target groups and how ERA wants to engage with them. We suggest using a straightforward approach to planning and agreeing activities. The table below provides a mock template which illustrates a structured approach to social media activity planning and deliverables.

Content management – human interest stories

Personal stories can be very useful for illustrating the project support and assistance. For instance, the Communication Expert could interview SMEs, which will participate in project activities publish the interviews in a blog. Such interviews show how the project activities can affect the SMEs and illustrate the added value and increase to the competitiveness of the SMEs in the province. Also, they can depict B2B successful stories. Stories that are personal and emotionally compelling can positively influence entrepreneurial-related behaviour and are often more effective than approaches that are exclusively based on the presentation of facts.

Content management – links to websites

Social media are an excellent medium to further raise awareness and disseminate information about and from the project. Social media like Twitter and Facebook can be used to attract visitors to web content (new reports, data, infographics). There are social media management tools for multiple accounts that enable users to post the same content to different social media platforms, which could support the efforts to provide consistent information (i.e. content can be repeated or expanded across different platforms). Blogs on a website can serve as editorials where experts from the sector can comment on scientific findings, data reports or current developments in the field, thus adding a personal touch to the scientific debate. Links to these blogs can then be shared in the social media channels.

On Twitter, messages posted by another user are 'retweeted', i.e. reposted or forwarded. Photos are retweeted more than any other content on Twitter and have been described as 'pure social media gold'. Adding images to the Tweet will invariably boost the message and Retweets. TA experts engaged in social media will follow some basic rules on how to connect and communicate with specific

stakeholders. These rules will include visual guidelines, naming conventions, and terminology. This will ensure that the messaging is consistent in its use of language and visual appearance.

Table S17: **The Online Activity Task List**

Group	Stakeholder	Objective	Social media tool	Activity	Metrics
Influencers	Press	Share project's messages	Facebook	2 updates/day	500 views

Engage in conversations	Twitter	3 updates/day	250 views
Share videos of project	YouTube	1 update/month	100 views

		activities			
Beneficiaries	SMEs	Sharing information through infographic c	Instagram	1 update/week	500 views

		s		

The sample table above also makes an indirect statement about which channels are the most relevant and which media (chats, videos, info-graphics) are the most appropriate for a given channel. Such a table will be based on the number of users and project stakeholders active on these platforms.

Audio visual products

A range of audio-visual activities may be required to achieve the contract objectives and promote the project activities and the Productivity Platform. The audio- visual products, based on a prior agreement with ERA, will be produced in various formats, such as documentaries, reportages, promotional clips, TV spots, video spots aimed at social media distribution, etc.

For the purpose of the development of original concepts, script ideas and scenarios, the TA will provide a dedicated AV Editorial Office with internal practiced TV-journalists with broad experience in the fields of communication and creative implementation of communication objectives. The TA will pro-actively suggest relevant topics appropriate for audio-visual coverage for different target groups as well as suitable AV-formats and script ideas. To do this successfully, the TA will closely monitor daily media coverage on relevant issues, in order to assess the information needs. Based on this research as well as the information obtained through dialogue with the ERA and the project stakeholders, topics and concepts will be developed which are appropriate for audio-visual production, focusing especially on stories with the potential to generate high visual impact.

AV materials specifically tailored toward online and social media publication are usually short clips, no more than one minute in length, presenting a given topic in a clear-cut and informative way. The TA will produce AV material specifically for publication on social media. These are usually targeted toward very specific audiences and produced with the publication on specific online platforms in mind (campaign website, Facebook, YouTube etc.). The TA will advise on how to achieve the greatest impact and sharing potential for online videos. The most important element for a viral video is emotion. Emotion is a major factor that drives sharing. **To this end, throughout the project duration, the TA will produce at least two short films introducing the Productivity Platform and the activities of the project.**

VNRs are a common way of generating news coverage on television. Usually, the term VNR signifies a ready- edited TV feature including additional B-roll footage and suggested narration text. It is similar to a news package, which is as average about 15 minutes long, consisting only of semi-edited, and well-selected 'best of footage plus sound bites. **To this end a number of VNRs and news packages communicating the project focal points, will be developed.**

When producing the AV materials and formats described above, the TA will adhere to the following reliable audio- visual (AV) production methodology:

• **Pre-production**

The pre-production stage starts with a pre-production meeting (PPM) with the ERA in order to give creative input, advice, cost- and time-estimates as well as propose original ideas for the implementation of the respective AV- products. Based on the PPM, the TA will draft a briefing specifying the expectations of the ERA for the requested AV-product(s), its aims, its target groups, as well as the key messages to be conveyed. Afterwards, the TA will elaborate a project plan for the AV product(s), specifying milestones. This plan is then presented to the client for approval.

Subsequently, a treatment/synopsis is developed for the film. They outline the AV-product in its entirety and provide substantial information on the creative approach, style, tone, storyline and (if necessary) potential interviewees and interview questions. When appropriate, the treatment will be complemented by detailed mood boards and animatics.

• **Production**

Shortly prior to the beginning of production, a script will be delivered to ERA for approval. The script provides all relevant information about the exact content and technical details of the AV product. It also displays an exact overview of all organisational and technical details. Once the script has been approved, the actual shoot can take place, using XD-Cam cameras in High Definition (16:9) format as this best quality standard can be down-converted from HD to any other lower SD-quality needed.

• **Post-production**

After filming, the post-production phase begins. Animations, inserts, 2D and 3D graphics, as well as any other visual effects are provided by the professional graphic designers and motion artists using professional visual effects software, making professional sound and voice recording simple and easy.

A final version of the products will be submitted to ERA after all requested corrections have been made and feedback has been incorporated, along with raw footage, full rushes and shot lists accompanied by time codes if requested. The TA will convert and adapt all AV products into any format required for distribution (including MPEG1, MPEG2, MPEG3, QuickTime Video, Real Video, Windows Media, Flash, MP4, MPEG4, m4v, etc.). The TA will optimize the produced audio-visual products for communication at events, meetings, conventions and exhibitions so that playback at any venue proceeds smoothly and in excellent quality.

Finally, the TA will oversee the transportation and reproduction of all products in order to ensure their successful delivery in the appropriate formats. This includes proactive marketing of the AV- products online to broadcasters, journalists, and television- and radio producers by means of national and international network broadcasters for the distribution of AV products (TVWORLD.eu and TVNET.eu) as well as dissemination via the internet and social media.

Ensuring Publicity and Media Coverage

In addition to the measures outlined in other sections, we can also conduct intensive press work to generate editorial coverage of the event in target- group specific media. Depending on the target groups for the specific event, we will compile and update specific media distribution lists for the distribution of press releases, press invitations, and additional background information. In the run-up to

each event, we can draft a press release, announcing the event and inviting the media to attend. This could result in media coverage before the event, thus also attracting the attention of further potential visitors, as well as encouraging the attendance of the event by media representatives, thereby generating coverage during or after the event.

After the distribution of each press release, a personal follow-up with journalists by telephone will be conducted. As some journalists receive numerous presses releases every day, it is impossible for them to take all news into consideration for the drafting of their articles. In such a personal follow-up, it is possible to draw the attention of the journalist on the topic, to convince him or her of the significance of the issue and to offer additional material, e.g., images, to illustrate the article. This may increase the number of publications considerably.

To provide the media with detailed background information for press coverage, if needed, we will compile comprehensive press kits, including, for example, detailed information on the topic of the event, any partners, or co-organisers. Press kits could be sent to media representatives upon request in the run-up to the exhibition or distributed on location. We can offer press material in both printed and digital formats, such as press releases, information graphics, photos, background documents, fact sheets, video news releases, etc. The press material will be agreed with the contracting authority, and we propose that, besides distributing it at the events, it be made available for free download on the event's website.

Setting Up Interviews

For some events, we would recommend the use of interviews as part of an overall media service. The arrangement and coordination of interviews is particularly useful when there is a media hook such as the launch of a new policy or programme. Press involvement can take place in a less formal style with the arrangement of one-to-one press interviews or briefings. These activities take place in the context of a press conference (providing individual statements at its conclusion), the launch of a news exclusive or simply an ad-hoc arrangement to supply background information on an event.

Implementing News-Worthy Events

As well as conducting press and media work, it is important to focus in the event programme and implementation on the generation of news-worthy content. Events which the contracting authority hopes to see covered in the press should therefore include measures designed to appeal to the media, such as:

- photo opportunities
- announcements (e.g., of new policies or programmes)
- launches (e.g., of competitions or strategies)
- joint statements (e.g., of cooperation between different organisations)
- achievements (e.g., goals or targets being reached)
- new publications (e.g., of research studies)

Even for smaller events, we recommend including at least one media-friendly element in the event programme.

E - Activity 2.1 Capacity Building Training for Mentors

Addition to the general flow of the activity implementation there will be special promotion campaign for this activity with related steps:

Organizing meetings to promote the mentorship programme

TAT have envisaged organization of three information sessions to promote the establishment of the mentorship network in technical proposal. In order to reach the desired targets and make sure that the mentors enlisted satisfy the desired criteria, we have decided to organize two information sessions in Istanbul. (one weekday night session and one weekend session) and one information session in Gaziantep.

Venue and time will be picked to accommodate working professionals (weekday after 18:00 and weekend Saturday). All key experts will be present to share organizational goals. Online Invitation page will be opened on eventbrite.com. Participants can register online. All sessions will be recorded live on the ERA Web-TV. Recordings can view later if any participant misses the event. After the event application form will be emailed to all participants.

Social Media Campaign

Following Social media contents will be created:

➢ Photo assets: Photo assets will be formed on the facility to introduce the SMEs/entrepreneurs and their mentors.

➢ Video assets: Video assets will be formed including explainer animations, introducing key experts and the program structure, short interview clips of young entrepreneurs

➢ Text assets: Text assets should include 140-character words picked from questions that highlight biggest issues current young entrepreneurs are facing. This is hook text to attract mentors and entrepreneurs alike.

➢ Secondary source content: Links to good resources in the Turkish ecosystem and global ecosystem alike. Citing important notes on the role of mentorship.

➢ Hootsuite software will be used to manage content delivery and timing.

➢ Facebook.com: An official facebook page will be created. Facebook advertising should be used to target professional user groups.

➢ Twitter.com: An official twitter page will be created. Followers of at least 150 actual profiles in the field of entrepreneurship should be reached

➢ 3 tweets will be shared daily. 50 tweets should be reached by the end of the program. PR Expert should respond to questions on twitter even hold a periscope session if necessary.

➢ Linkedin.com: A LinkedIn Group will be created. PR expert should visit various LinkedIn groups to post information on the program and take questions

The call for recruitment of mentors will be opened for a period of one month. During this period, the TAT will make available, one dedicated program hotline on Mondays to Fridays 09:00-17:00. The line will be used for answering any type of question potential mentors might have regarding the

programme. Once per week, the pool of questions, as well as the corresponding answers, will be drafted and published on the website for general clarification purposes. The evaluation of the applications and the selection of mentors will be done accordingly to implement the entire steps of the activity.

As main communication deliverables 1000 brochures (4 pages each), 500 posters (number can be revised) and banners will be prepared accordingly.

F - Activity 2.3.1.3 IP Fair

An IP Fair will be organized in order to commercialize the products, which have any type of IP, of entrepreneurs who are not incubated in the member institutions of the ERA and its partners.

In this context, the event will be organized by the ERA, and SMEs/entrepreneurs who developed products/services with a **technology readiness level 6** will participate in. The location of the fair will be the premises of the ERA in Istanbul.

The products/services of the participants will be evaluated by the ERA's experts and the winners will be included in the SMARTNET's commercialization acceleration process. Successful product owners will also be provided with some additional advantages by the SMARTNET's member TTIs (i.e. discount on rent and consultancy services if they open R & D unit in Technopark).

ERA will make a call to the SMEs/entrepreneurs, students and academicians who are affiliated or incubated in the SMARTNET's member TTIs to submit their patent ideas that may become commercialized. The applicants will prepare posters (70x100 cm) for their patent ideas. Maximum 80 patent ideas will be accepted and exposed as posters. The 30 patent ideas out of 80 will be selected by a committee, which will be established by the ERA, and applications will be made for patents.

The responsibilities of the Contractor will be as follows;

- The dates of the IP fair will be determined by the ERA and will be notified to the Contractor. The Contractor will prepare a bulletin which is supported with proper graphics, and a one-page HTML coded web page version of the bulletin and deliver them to the ERA and its partners. This bulletin will be published at the web sites of the ERA and its partners.

- The 30 applications will be delivered to the Contractor by ERA. The Contractor will research national and international patent databases and prepare initial reports which will show if the patent ideas are suitable for obtaining patents or not. The Contractor will deliver 30 reports to the Beneficiary.

- The Contractor will prepare the patent application files in collaboration with the entrepreneur /SME and will submit the applications of 30 patent ideas (maximum) to Turkish Patent and Trademark Office.

- The round-trip flight, transfers and 2 nights' accommodation expenses of 15 participants from Gaziantep, along with the logistical arrangements is responsibility of the Contractor

- The organization and the cost of the lunch-catering of 200 people will belong to the Contractor

- The responsibility and the cost of printing of 80 posters (70x100 cm) and exposure of them during the event will belong to the Contractor

- The preparation and presentation responsibility and the expenses of 25 m2 indoor digital print pop-up stand, which should be dressed specifically for the event, will belong to the Contractor

- The preparation responsibility of the event hall (e.g. hanging of project flags, writing pad-pen, etc.) will belong to the Contractor.

- The responsibility of pressing and the expenses of 500 invitation cards (together with envelopes) and sending them to the list of the ERA (e.g. angel/individual investors, chambers) which will be prepared by the ERA, will belong to the Contractor

- The responsibility of allocating a presenter will belong to the Contractor.

- The responsibility of taking photos and videos of the event, preparing the press release, and preparation of 3 plaques for the successful participants and the expenses of these will belong to the Contractor

- The Contractor will also prepare a report of the event which should give detailed information about the entrepreneur/investor interviews, participants, patent ideas, patent application status, etc.

The Details of the IP Fair

Number of approximate participants	At least 200 people (SMEs, Entrepreneurs, Angel investors etc.)
Duration	½ day
Accommodations	At least 15 national guests will be accommodated for 2 nights in a appropriate hotel.
Flights	At least 15 domestic flight tickets (roundtrip)
Transfers	Will be compensated together with airport-hotel-activity area-airport transfers area of up to 15 invitees.
Interpretation	–
Refreshments	Full board
Meal	Full board
Venue	- Event date and place will be determined by ERA and its partners, - The conference hall and foyer will be determined by ERA, - There should be the roll-banner for being exhibited in foyer 80 IP poster (80*200 cm, 140 gr, indoor print) - At the entrance of the hall, the name badges will be distributed and directing the guests and a spider desk and speech stand will be set for opening talks - At least 5 meeting desks and for presentation HDMI cables and at least 40" TV, - During activity one-to-one meeting request should be gathered and organized, - Some facilities will be provided such as energy connections, desk etc. for the participants who want to exhibit their products.
Equipment	- Speaker lectern - Wireless microphones for speakers - At least two video recording devices (one hi-res hand camera) - At least 3 published articles and/or news one on sectoral, one on regional and one on national media. - Activity report (including attendee profile, meeting minutes)

Others	• Online polling services shall be provided • Online social media feed services shall be provided • Live stream of the event on social media shall be arranged • An event management platform or application shall be used. • Ribbon, Tray and scissors for the ceremony • At least 3 published articles and/or news one on sectoral, one on regional and one on national media. • The press statement, website in one page with HTML codes for press statement will be prepared and delivered to ERA and its partners within 3 days after event, • 1000 poster booklets and 500 invitations will be pressed and distributed, • An event presenter / professional announcer • The plaque will be prepared for 3 IP poster owners • Video recording devices and photographic apparatus in hi-res • The preliminary research report and presentation for 80 patents will be prepared and should be presented them to ERA

V-Monitoring and Evaluation Plan of the Communication Strategy

Project regular reporting phases will maintain monitoring and evaluation of the communication strategy taking feedbacks on results.

However interim reports, MM meetings, Steering Commitees, Project Management meetings, ad-hoc evaluation and planning meetings, assessing ToR indicator's of communication activities, media news, event surveys and evaluation forms, special focus group and individual meetings on communication and campaigning activites will support to monitor the efficiency of the related efforts.

Digital and conventional media and press coverage as well as annual and monthly social media account reports can support to follow the outreach of the SMARTNET as well.

Table T11: **Overall project Timeline**

Technical Assistance for A Smart Network for Technology Transfer and Commercialisation with Funnel Model (SMARTNET) — EuropeAid/140284/IH/SER/TR		Inputs/ Duration (Month)
B.1	PROJECT INCEPTION PHASE	2
A.0.1	Mobilization of The Project Team and Project Office Set Up	1
A.0.2	Initial Meetings with The Project Beneficiary and Relevant Stakeholders	1
A.0.3	Preliminary Analysis of Current Situation	2
A.0.4	Preparation of Draft Inception Report	1
A.0.5	Organization of PCM Training	1
A.0.6	Finalisation and Submission of Inception Report	1
B.2	PROJECT IMPLEMENTATION PHASE	35
ACTIVITY 1	ESTABLISHMENT OF TTI NETWORK AND DEVELOPMENT OF INSTITUTIONAL INFRASTRUCTURE	11
A.1.1	Development of TTI Network Software Platform	11
A 1.1.0	Initiation - Inception Activities	
A 1.1.1	Requirements Lifecycle Management - Needs analysis and assessment	
A 1.1.2	Technical Design - Designing the software	
A 1.1.3	Implementation - Application development	
A 1.1.4	Testing - Data entry and testing	
A 1.1.5	Training - Delivery of trainings	
A 1.1.6	Release - Deployment of application	
A.1.2	Networking Capacity Building Activity	21
A 1.2.1	Development of cooperation with Angel Investors Networks	
A 1.2.2	Creating collaboration with existing institutions	
A.1.3	Preparation of Training Programmes and Release of the E-Learning Programme	9
A.1.4	Uploading and Sharing of Best Practices	9
ACTIVITY 2	PILOT IMPLEMENTATION OF ACCELERATION OF COMMERCIALISATION AND ACCESSING FUNDS	24
A.2.1	Capacity Building Training for Mentors	13
A.2.2	Capacity Building for Entrepreneurs	21
A 2.2.1	Determination of Entrepreneurs and SMEs for Accelerator Programme	
A 2.2.2	Training programme	
A 2.2.3	Delivering of mentoring services	
A.2.3	Commercialisation and Funding Programme	15
A.2.4	Feasibility Study of Establishing a National Angel Investment Fund	5
ACTIVITY 3	COMMUNICATION AND VISIBILITY	35
A.3.0	Developing Project Communication Strategy	1
A.3.1	Opening Event	1
A.3.2	Closing Event	1
A.3.3	Development of Promotion and Visibility Materials	34
ACTIVITY 4	HORIZONTAL PROJECT MANAGEMENT	35
A.4.1	Reporting	35

Timeline columns (Month 1 – Month 36): Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24, Dec-24, Jan-25, Feb-25, Mar-25, Apr-25, May-25.

A.4.2	Monitoring	34	
A.4.3	Administration	35	
B.3	**PROJECT CLOSING PHASE**	1	
ACTIVITY 5	PROJECT HANDOVER	1	
5.1	Handover of Project Archive	1	
5.2	Transition of IT tools to the Project Beneficiary	1	

Milestone