

DAY 1: INTRODUCTION

Time	Approach	Goals	Activities	Materials
8:00	Introducing topic with the help of a CCI Quiz	Funny introducing into topic/ opening-up the mind about CCI, testing basic knowledge about CCI, identifying personal contact points and interests with respect to CCI of the participants	Divide the group in two groups and let them play against each other (holding-up card when knowing the answer/using a buzzer/making a sound), present the answer	Paper for moderator questions, if applicable use buzzer/ring
9:00	Powerpoint presentation	Presentation of CCI in your region		Laptop, projector
10:00	Explaining administrative training	Informing about why administrative training is important, background knowledge about InduCCI, time schedule for following modules, explaining e-learning module, get to know the expectations	Presentation and Q&A; ask participants what they expect from the training, which kind of knowledge they want to gain from the training, collect the answers on a flipchart/board and document the different expectations	If applicable powerpoint,laptop, projector, paper, etc.
12:00	Closing with coffee			

DAY 2: STUDY VISIT + TALKS

Time	Approach	Goals	Materials	What to keep in mind
08:00	Study visit Creative Hub / coworking space in your region, Q & A with different companies within the hub	Raising awareness for organisational and financing models of a coworking space, new work models; preconditions for the revitalization of spaces	Rented bus or public transport	Briefing of companies you want to visit, enough space/meeting room for all participants
<p>Possible questions:</p> <ul style="list-style-type: none"> • What is the finance model of the hub/space? • What are the advantages for (creative) companies sharing space? • Does the space contribute to the development of common projects among the companies? • What role did the companies play in the development of the space in the first place? How does the company profit from the space compared to a “classical” office? 				
09:30	Company visit from “traditional” business sector	Rising awareness for the topic of cross-innovation and the different business models in CCI.	Rented bus or public transport	Briefing of the company you visit, enough space/meeting room for all participants
<p>Possible questions:</p> <ul style="list-style-type: none"> • What role do creative services play for the innovation processes of the company? • How did the company establish business and cooperation ties with the creative sector? What role does the cooperation with CCI play for the company’s culture/marketing/attractiveness for skilled staff/development of new products, services, processes or marketing strategies? 				

11:00	Study visit solo entrepreneur or micro-business CCI	Raising awareness for the economical /financial situation of solo entrepreneurs and access to funding.	Rented bus or public transport	Briefing of the solo entrepreneur you visit, enough space/meeting room for all participants
<p>Possible questions:</p> <ul style="list-style-type: none"> • What is your professional background? • Which obstacles do you face when it comes to funding your business? • What are your different sources of income? (Cultural funding, art lessons, booking by private companies etc.)? • Did entrepreneurial aspects play a role during your artistic education? • How did you learn skills needed to work as a freelancer? • Which steps do you usually take from the first artistic idea to implementing ideas in a project? • How do you find people and/or a market for your ideas? • What does a typical work day of you/your micro-business look like? • What tasks do you have to manage to establish your solo entrepreneurship and keep it going? 				
12:30	Lunch Break			
13:30 - 14:30	Talk (e.g. by external speaker)	<p>Ideas:</p> <p>Hubs: Presentation of different financing and organisational models of creative hubs</p> <p>Presentation of existing hubs (e.g. presentation of an international hub, show how administrative staff and creatives successfully worked together in the past while establishing hub)</p>	Laptop, projector	Talk could take place at one of the company sites

		Presenting CCI toolbox: Business Model Canvas, Lego Serious Play etc., explain why different approaches within CCI are so successful, explain one in detail with best practice examples.		
14:30 - 15:30	Reflection & Feedback	<p>Reflect the visits and the input with your participants</p> <p>After the reflection, get feedback from your participants, encourage them to write down their feedback and explain a few words</p>	<p>Post-its, pencils, board</p> <p>Post-its, pencils, board</p>	<p>Take enough time for documenting the reflection and the feedback</p> <p>You also can send out an online questionnaire after the training, to receive more in-depth feedback</p> <p>Check the feedback against the initial expectations of your participants: did you meet the expectations?</p> <p>Include what you learned from the reflection and the feedback into your English summary</p>
<p>Possible questions for feedback round:</p> <ul style="list-style-type: none"> • What was new to the participants? What did they learn about CCI that day? • Which questions remained unanswered? • What does the training mean for the future of their personal work and for the work of their organisation? • Are formats like a study trip a meaningful instrument to bring administration into contact with CCI entrepreneurs and the local 				

CCI scene?

Structure your feedback:

You can easily structure your feedback, e.g. into the following topics:

- Organisation
- How well was the kick-off, the study visit and the talk organized?
- Relevance of the hubs and companies visited and learning effects in relation to CCI
- Did the study visits help you understand CCI and its effect in the framework of structural change better?
- Effects on networking and learning on the participants
- Was there enough room for exchange among the participants?
- Did the participants make new contacts they can build on in the future?
- Overall quality of the training
- Would the participants join a training like this again?
- What kind of support do participants like to receive after this training?

15:30	Closing with Coffee			
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