



**EUROPEAN
CLUSTER COLLABORATION
PLATFORM** .eu

European Cluster Capacity Building

**How to communicate about your Impact?
Learn about cluster communication strategies**

Tuesday, 30 June 2020

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**European
Commission**

Agenda

Timeline	Agenda points
10:15-10:30	<i>Dial in of participants</i>
10:30-10:40	<p>Welcome to the webinar <i>Introductory words by Dr. Ulla Engelmann, Head of Unit within the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs at the European Commission, responsible for cluster policy and industrial clusters</i> <i>Welcome by the moderator Andreas Pauer, ECCP</i></p>
10:40-10:45	<i>Poll on communication habits</i>
10:45-11:10	<p>Creating communication and social media strategies for clusters <i>Presentation by Charl�lie Jourdan, Communication Strategist at 75 Percent</i> <i>Brief Q&A</i></p>
11:10-11:30	<p>How can you attract talent and position a cluster brand digitally? <i>Presentation by Eva Juul Langlands, Head of Branding and Marketing at Odense Robotics</i> <i>Brief Q&A</i></p>
11:30-11:40	<p><i>Break</i> <i>In parallel – Share Your Learning: participants are invited to share thoughts via the chat</i></p>
11:40-11:45	<i>Brief quiz on key take-aways from previous presentations</i>
11:45-12:10	<p>Communication learnings from a young, fast-growing cluster in the age of digitalization <i>Presentation by Iv�n Borrego Valverde, General Manager at Beauty Cluster Barcelona</i> <i>Brief Q&A</i></p>
12:10-12:25	<p>Moderated debate on cluster communication and summing up <i>Moderated by Andreas Pauer, ECCP</i></p>
12:25-12:28	<i>Satisfaction survey</i>
12:28-12:30	<p>Concluding remarks and outlook <i>Andreas Pauer, ECCP</i></p>

Speakers



Ulla Engelmann is the Head of Unit for Social Economy within DG GROW, the Directorate General being responsible for Internal Market, Industry, Entrepreneurship and SMEs, at the European Commission. Since the beginning of 2017 she covered European Cluster Policy, Social Economy as well as Women Entrepreneurship and Entrepreneurship education. From 1.10.2018 onwards Advanced Technologies including Artificial Intelligence and Digital Transformation for industry have been added to her responsibilities. Previously, she worked at the Joint Research Centre (JRC), the in-house science service of European Commission, for many years in different functions. She started in the JRC in Ispra (Italy) in 1993 as a post-doc in fusion research, and moved on to manage various units (communication, international relations, and others) in Ispra and Brussels. Dr. Engelmann holds a PhD in analytical and radiochemistry completed at the National Research Centre in Karlsruhe.



Charl lie Jourdan is a communication strategist with an expansive insight into creating European-wide communication campaigns. Charl lie has worked on over 400 projects of communication, trained more than 4000 people and worked directly with over 500 EU-projects on their stories. He and his team have evolved the communication of clients such as the European Parliament, the European Commission, Google, Intel, WWF, and others, with strategic insights and effective creative implementation.



Eva Juul Langlands, Head of Branding and Marketing at Odense Robotics, a robot and automation cluster in Denmark. A trained journalist from the United Kingdom with 10+ years' experience in global corporate communications, Eva has a strong focus on strategic storytelling and brand positioning. A narrative can inspire, engage, and change behaviour – and lies at the heart of Odense Robotics' digital talent marketing campaign. Eva will provide insights into how her team has co-created a narrative and place branding strategy together with companies from the Odense Robotics cluster. The aim? To solve cluster companies' greatest challenge: attracting talent.

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Iván Borrego Valverde has been the General Manager of Beauty Cluster Barcelona since its foundation in 2014. Beauty Cluster is an association of 200 Spanish companies at all points of the Spanish beauty industry's value chain. He has a MS in Chemical Engineering, a Master's in Business Management (ESADE) and in Business Communication (IL3-University of Barcelona). He is a passionate speaker on the topics of persuasion and communication, and is a Professor at several universities and business schools. Mr. Borrego Valverde has extensive experience in the pharmaceutical, automotive and cosmetics industries, was an expert project evaluator for the EC during the FP7, and a pro-bono consultant in a variety of non-profit projects.

Online Meeting Etiquette

Online meetings are a powerful tool, and we would like to take advantage of all the online features that are offered to us. For this reason, we would like to share with you a list of simple rules, or an “online meeting etiquette”, for everyone to follow, in order to make this event efficient, productive, and successful.

- 1) Join the call before the official hour.** For larger or formal meetings, join the call at least 10-15 minutes before.
- 2) Mute your mic when joining the call.** The sound quality of the call is always better if participants mute their microphone, unless speaking. Unmute your microphone only when the moderator has invited you to speak. Please listen carefully, in order to identify when is the right moment to speak. If it is your turn to speak, please avoid background noise.
- 3) Be respectful and patient.** Please respect the speakers and meeting organisers during the meeting. The success of online meetings depends on everyone's collaboration and flexibility!

Thank you for taking the time to read this list, and we hope that it has been helpful. We very much look forward to our online meeting! If you have any doubt, please contact the meeting organisers at Victoria.Huisa@ecorys.com, and we will be glad to help you.

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