



# CLUSTER BOOSTER ACADEMY

ANNEX II  
WHITE BOOK FOR  
VENUE PROVIDERS



EUROPEAN CLUSTER  
COLLABORATION PLATFORM

**NEXT  
GEN  
EU**

*The information contained in this document is for general guidance only.  
The final collaboration arrangements will be agreed in due time between the selected Venue Provider and the European Cluster Collaboration Platform.*

## 1. General information

Managing a cluster requires, more than ever after the COVID-crisis, a large range of skills to ensure efficient support to European SMEs. This is why a “Cluster Booster Academy” is needed. This is a 4-day intensive series of trainings offered by the European Cluster Collaboration Platform.

## 2. Dates

The 2 in-person days of the Cluster Booster Academy are bound to take place around **end of February 2023 or early March 2023**, preferably on Tuesday/Wednesday or Wednesday/Thursday, avoiding major international bank holidays or school holidays.

## 3. Venue requirements

There is no strict requirement for the choice of the venue. All options are welcome (hotel conference room, university classroom or amphitheatre, technology park meeting rooms, etc...). It is however important to make sure that there is access for disabled attendees.

The room set-up may vary from one session to another and therefore the possibility of having changeable set-ups during the day is an asset.

The venue provider is also kindly asked provide the ECCP organising team with a map and information on the venue facilities. The venue provider should also provide the ECCP organising team with a map and information on the venue facilities.

Accommodation should be either within the venue (e.g. in the case of a hotel) or within walking/short public transport distance.

The costs for all following requirements are to be covered by the venue provider:

### a. Meeting rooms

- 2 meeting rooms, each with a seating capacity at desks of up to 20 people, available for 2 consecutive days
- Technical equipment such as AV facilities, excellent internet connection including a large screen or VGA projector, and equipment to have remote speakers connected live

## **b. Conference room**

- 1 conference room, each with seating capacity at desks for up to 45 people, available for 2 consecutive days
- Technical equipment AV facilities, excellent internet connection including a large screen or VGA projector, and equipment to have remote speakers connected live

## **c. Welcome desk**

The welcome desk should be equipped with competent staff members, provided by the venue provider. The desk should be operational before the arrival of the participants until the end of the Academy.

# **4. Accommodation and Hotel requirements**

The venue provider should be nearby (walking distance preferably) or short public transport distance and well connected to hotels. The venue provider is kindly asked to propose 2-3 hotels at a competitive rate per night per room. The costs for travel and accommodation will be borne by the participants themselves. Similarly, costs for speakers recruited by the ECCP team will be borne by the ECCP.

The venue provider is kindly asked to provide additional information on accommodation options offered by each hotel as well as their cancellation policies and reservation procedures.

# **5. Marketing & PR**

The ECCP will elaborate the materials for the promotion of the Cluster Booster Academy (before, during and after) to be used in the communication channels of the platform itself, by the European Commission and any other relevant national or local channels.

ECCP marketing team will design the layout of the whole Cluster Booster Academy communication tools in close cooperation with the venue provider. It will also organise the emailing of the invitation to the Cluster Booster Academy and promote it through social media channels. ECCP is responsible for printing the training materials and other supporting documents. The venue provider must however support ECCP in the communication and dissemination effort, with special emphasis on the local/national target audience.

## 6. Fees & Registration

The participation to the Cluster Booster Academy is free of charge for all participants. Under no circumstances participation fees shall be charged.

Registrations to the sessions are done through the online registration platform provided by the ECCP organising team.

Confirmation of registrations of participants will be done by ECCP.

## 7. Support expected from the venue provider

The table below summarises the organisational responsibilities of the venue provider before and during the training sessions:

What is expected from the venue provider	
Before the event	During the event
<b>Covering of all the costs</b>	
Engagement with the regional authorities	Event steward/hostess
Engagement with local clusters and other organisations	On-site technical support for the streaming of potential remote speakers
Engagement with local speakers/experts on, e.g.: <ul style="list-style-type: none"> <li>- relevance of sustainability, digitalisation and resilience for clusters</li> <li>- Cluster organisations' business models</li> <li>- Cluster organisations' member recruitment</li> </ul>	On-site support for short-notice printing/technical activities
Identification, contact and arrangement of the venue	Support for participants regarding informing them about potentially interesting local events (before or after the training sessions), directions, transport, etc.
Contribute identifying the best quality/price accommodations for participants and negotiate promotional rates	

## 8. Engagement of potential speakers

The venue provider should also clearly state in the proposal how they plan to engage regional authorities, research institutions, clusters or any other potential speakers related to topics, such as cluster management, implementing sustainability, digitalisation and resilience factors in clusters, etc. Furthermore, if specific people are already identified, please include their contact details and their background in the application.