

Idea: Holding a local business and economic forum.

Number in the database:102

Area: 4

Idea description

Title:	Holding a local business and economic forum.
Idea objective	<p>The main purpose of such forums is to create a platform for interaction between local authorities, investors, business, public institutions and the public sector. Business should be able to communicate directly with the leaders of local territories and with the leaders of public institutions, especially those that provide services for business.</p> <p>It is advisable to hold such forums no more than twice a year and form the forum program depending on the needs of the community and business.</p> <p>Such forums help to expand cooperative ties at the local level and better focus public resources that can be directed to support local economic development and business.</p> <p>Usually, such events are held within one day, the economic and business part is complemented by the cultural part.</p> <p>The program of the event includes 1-2 plenary sessions and 2-4 thematic sessions. Thematic sessions can be held in parallel. It is advisable to supplement the holding of the forum with the organization of an exhibition to present the products and services of local businesses.</p> <p>The main organizer of the forum is City Hall, but it is important to create an organizing committee that includes representatives of local businesses and public institutions.</p>
Sharing process (max 1000 characters)	<p>Implementation of the measure requires a number of activities to be carried out by the City Hall, including in particular:</p> <p>Implementation of such an initiative consists of three phases: preparation for the forum, conducting the forum, dissemination of information about the results of the forum (monitoring of the results of the forum).</p> <p>Too often, cities do not give due importance to this third phase, which leads to criticism from active citizens who do not see the direct impact of such measures on improving the economic situation.</p> <p>During the preparatory phase, the main stakeholders are involved in forming the program of the forum and finding resources for its implementation. It is important that this program reflects the real interests of the local community and also has room for discussion of development plans.</p> <p>On the day of the forum, in addition to attracting good speakers and media, it is important to create conditions for networking among participants. It is in this aspect that the business exhibition plays a positive role.</p> <p>The third phase is important for conveying information about the results of the forum to a wide range of people, both in this city and outside its borders. The organizing committee of the forum should carry out so-called follow-up activities and maintain contact with participants.</p> <p>The format of the next forum in this city depends on the quality of the third phase.</p>
Restrictions/rules (law, skills, time, other)	<p>Action may require:</p> <ul style="list-style-type: none"> - Creation of a special information resource for holding the forum - Ability to establish communications with the business environment <p>For the success of the forum, it is important that the local authorities are able to attract strong partners to the organization of this event.</p>

<p>Procedures (if applicable)</p>	<p>Since the forum is held at the initiative and with the support of local authorities, it is necessary to:</p> <ul style="list-style-type: none"> - include the holding of the forum in the work plan of local authorities - to prepare an order on holding the forum
<p>Costs for public institutions (if applicable)</p>	<p>Costs of organizing the forum (working hours). Expenses for renting premises for the forum and exhibition Catering costs Costs for attracting famous speakers (experts)</p> <p>The city, local business associations and public institutions can attract grant funds for holding such forums</p>
<p>Expected result (if possible)</p>	<p>Improvement of the local business climate, conclusion of new agreements for business, attraction of investments for local territories.</p>