

Idea: Attracting local SMEs to participate in useful online events and meetings

Number in the database: 95

Area: 6

Idea description

Title:	Attracting local SMEs to participate in useful online events and meetings.
Idea objective	<p>The main idea of this activity is to provide SME personnel with new knowledge, contacts and new opportunities for business development through the involvement of SMEs in online activities conducted by national business support structures, business support projects and various consulting organisations.</p> <p>The space of online events has become very voluminous after COVID-19; many different events can be found on the Internet.</p> <p>But at the level of a small city, it is advisable to identify those activities that meet the needs of local businesses and can be supplemented with individual consultations.</p> <p>These consultations can be provided by employees of local public institutions or their partners.</p>
Sharing process (max 1000 characters)	<p>Implementation of the measure will require the public institution to carry out the following activities:</p> <ol style="list-style-type: none"> 1. analysis (diagnosis) of local business needs regarding new experience and knowledge, for example, in the field of taxes, exports, new technologies, marketing, etc., 2. analysis of offers available on the market of this country, 3. establishing communications with event organisers, 4. formation of a thematic plan and calendar of events, 5. dissemination of information about events among local businesses, 6 receiving feedback from local companies regarding the quality of events and clarifying needs
Restrictions/rules (law, skills, time, other)	Implementing this action requires specific qualifications to determine the subject of useful online events and communication skills to communicate with event organisers.
Procedures (if applicable)	Implementation of the measure may require a procedure for signing a cooperation agreement between the public institutions and event organisers.
Costs for public institutions (if applicable)	Costs of organising the activity (working hours)
Expected result (if possible)	The result is new knowledge and contacts.