

EVENT REPORT

Authors:	Assoc. Prof. Dr Malik Čabaravdić and Lamija Subašić
Event Title	WBCInno Info Day
Event Date:	15 April 2014
Event Venue:	Reading Room of the Metallurgy Institute of the University of Zenica (UNZE)
Type of event:	National, promotional event
Short description:	
<p>Entrepreneurship and Innovation Center of the University of Zenica, as a project partner in WBCInno, organized WBCInno Info day. It was an opportunity to present the main project objectives, which have been: to contribute to the modernization of the universities in the Western Balkans through the strengthening of management structures and services for cooperation with the world of business, in the areas of knowledge transfer, research and innovation; in turn, strong entrepreneurial universities and innovative regions should be created.</p> <p>After opening ceremony, there were presented the already achieved results of WBCInno project: University innovation platform, Regional development strategy for BIs/STPs, and Methodology for innovation management. A special emphasis was put on the Catalogue of innovation and research potential of the University of Zenica, developed within this project. Also, there were presented possible ways for establishing scientific-research centers at the Faculty of health, and as well, at other faculties of humanities.</p> <p>WBCInno Info Day gathered more than 50 participants, among who were representatives of development agencies, other universities and public institutions (high schools, hospitals), Zenica Municipality, and companies from Zenica-Doboj Canton.</p> <p>In the second part of this Info Day, guests were invited to visit laboratories and centers of the University.</p>	
Organiser(s):	Entrepreneurship and Innovation Center of UNZE
Agenda:	Link to the agenda (Note: Agenda was separately submitted)
Total number of participants:	56
Links to the further information:	at www.unze.ba
Other personal remarks:	
<p>In total, there were nine PowerPoint Presentations held, titled:</p> <ul style="list-style-type: none"> - WBCInno Project: general introduction & realized outcomes - University innovation platform - Regional development strategy for BIs/STPs - Catalogues on research and innovation potential of the University of Zenica - Laboratory of Applied Mechanics - Metallographic Laboratory - Department for Mechanical Engineering 	

- Establishing scientific-research centre at the Faculty of health of the University
- Possible ways for developing scientific-research centres in social sciences and humanities (These presentations are available separately from this document).

WBCInno promotional materials were presented at this Info day. Bags, folders, notes and flyers were given to every single participant. Also, promotional materials were visible at the registration desk and inside the Reading Room, where the main part of Info day took place.

1. Event Organisation Details

Invitation was sent off to participants on:	15 March 2014
Information Material was sent off to participants on:	1 April 2014
Date of Initial Participation List Compilation:	15 March 2014
Date of Final Participation List Compilation:	1 April 2014
Total Number of Participants Invited	162
Date of Agenda Finalisation:	8 April 2014

2. Problems encountered during the event preparation phase

Organisers:
1) N/A

3. Event Rollout

3.1. Final Event Agenda + Participation list

- Agenda and Participation list were separately submitted

3.2. Event Implementation – Commentary by Organising Partners

WP-leader
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Task leader
Given that the Info day was scheduled on a working day, staff of CIP UNZE was satisfied with the number of participants; especially, since there were present persons from various fields (both, academic and business areas).

4. Event Evaluation by Participants

4.1. Summary of the Participant Feedback Form

	Most satisfied	Satisfied	Moderately satisfied	Rather dissatisfied	Not at all satisfied
The event administration	80%	20%			

The structure of the programme	80%	20%			
The venue and facilities	80%	20%			
The presentations	80%	20%			
The discussions	40%	40%	20%		
The event dinner and subsistence	89%	11%			

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.	94,24%	5,71%			
This event covered to a very high extent the topics I have expected.	40%	40%	20%		
I enjoyed the cooperation and interaction with the other participants.	11%	80%	8,57%		
My expectations about this event were met or exceeded.	11%	89%			
The materials distributed are useful and informative.		100%			
The discussions were relevant for the participants.		100%			
The methods of working were suitable for the topics and for the participants.		100%			
The overall organisation was professional.	20%	80%			
The time management was always to my fullest satisfaction.		89%	11%		
The style and level of communication between organisers and participants was professional.	100%				
I would recommend this kind of event to my colleagues.	100%				

Prior Experience of Similar Events – Overall %	82%
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Strengths and limitations of the event: please include comments received

Strengths of the event and contributions of activities enjoyed by participants:	<ul style="list-style-type: none"> • New information provided • Updated facts on research potential of the University of Zenica were needed and, finally, are available in the one document
Suggestions for the improvement:	<ul style="list-style-type: none"> • If possible, send copies of Catalogues to some stakeholders for the purpose of wider distribution to companies

Any further comments	<ul style="list-style-type: none">•
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4.2. Additional comments

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5. Lessons learned

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6. Additional comments

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