

EVENT REPORT TEMPLATE (Annex H to QA Plan)

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| Author: | Milan Radovanović, Prof. Dr Goran Stojanović |
| Event Title: | Building researchers' capacities in the area of knowledge transfer, research and innovations |
| Event Date: | 22. - 23. October 2014 |
| Event Venue: | University of Novi Sad, New Central Building, dr Zorana Đinđića 1, Novi Sad, Serbia |
| Type of event: (National, international, press conference, promotional event etc.) | Workshop |
| Short description: | |
| <p>The WBCInno team from the University of Novi Sad organized the WBCInno Workshop entitled "<i>Building researchers' capacities in the area of knowledge transfer, research and innovations</i>".</p> <p>At the beginning of the Workshop, the participants were welcomed by the Prof. Dr Pavle Sekeruš, Vice-Rector for Science and International Cooperation of the University of Novi Sad, Novi Sad, Serbia. The WBCInno team coordinator from University of Novi Sad, Prof. Dr Goran Stojanović presented the importance of WBCInno results in the process of universities modernization and creation of innovation regions.</p> <p>The workshop is intended for teachers, researchers and university students in the Western Balkans. On the first day of the workshop, participants had the opportunity to hear examples of good practice from Europe about the transfer of knowledge and technology as well as the innovation management cycle in their institutions. The methodology for assessing the commercial possibilities for research / technology with practical exercises was also presented.</p> <p>The second day of the workshop was devoted to the presentation of methodologies for managing innovation, University as an innovative platform and collaborative software platform for managing innovation that has been developed within WBCInno project, with practical exercises. In addition to this the experience in coordinating EU-funded projects was presented as well as ways how to apply for EU funds for research and innovation, especially H2020 for SMEs calls were demonstrated.</p> | |
| Organiser(s): | University of Novi Sad |
| Agenda: | WBCInno website, UNS website |
| Total number of participants: | 55 |
| Links to further information: | WBCInno website, UNS website |
| Other personal remarks: | |
| <p>The following presentations presented at the first day of the WBCInno Workshop held in Novi Sad:</p> <ol style="list-style-type: none"> 1. <i>Presentation of WBCInno project and its achievements</i> 2. <i>Managing intellectual property</i> 3. <i>Knowledge transfer mechanisms at University of Brighton</i> 4. <i>Western Balkans Regional University Innovation Platform</i> | |

5. *From knowledge generation to knowledge diffusion at Centre for Social Innovation, Vienna*
6. *What differentiate the best leaders of innovation*

Seven presentations presented at the second day:

1. *Methodology for innovation management*
2. *WBCInno Platform for innovation management*
3. *Organisation of competition for best business plans, students'/researchers' ideas*
4. *Business Support Offices of the University of Novi Sad*
5. *Technology transfer vs. technology incorporation*
6. *Experience with coordination of EU funded innovation projects*
7. *Building your fund raising expertise*

The WBCInno was also promoted through dissemination of promotional material (flyers, notebooks, folders) to each participant during the registration along with the Catalogues on Research an Innovative Potential of the University of Novi Sad. The main strategic publications were available for the participants (Regional University Innovation Platform, Methodology for Innovation Management, Regional Strategic Development Plan for Business Incubators and Science and Technology Parks, Knowledge and technology transfer between science and business: Academic KTT Offices, Experience and Good Practise).

1. EVENT ORGANISATION DETAILS

| | |
|---|-------------------------------|
| Invitation was sent off to participants on: | 16 th October 2014 |
| Information Material was sent off to participants on: | 16 th October 2014 |
| Date of Initial Participant List Compilation: | 10 th October 2014 |
| Date of Final Participant List Compilation: | 15 th October 2014 |
| Total Number of Participants Invited | More than 500 |
| Date of Agenda Finalisation: | 21 st October 2014 |

2. Problems encountered during the event preparation phase

(To be filled by organisers)

Organisers: *Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop)*

- 1) **N/A**

3. EVENT ROLLOUT

Some general information (to be filled by organisers)

3.1. Final Event Agenda + Participant list

Submitted with this report

3.2. Event Implementation – Commentary by Organising Partners

The WBCInno Workshop at the University of Novi Sad was recognized as an important step in the process of university modernization. It was successfully organized with topics addressing the main target groups (professors, researchers, students).

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|---|
| WP-leader |
| <i>Please add your comments, if any</i> |
| WP co-leader |
| <i>Please add your comments, if any</i> |

4. EVENT EVALUATION BY PARTICIPANTS

4.1. Summary of the Participant Feedback Form

Results to be filled by organisers based on the questionnaire results. Please note: insert only the overall percentage of all feedback forms received (e.g. participants total number=30; 15 of them were most satisfied and 15 of them satisfied – please include 50% in the column most satisfied and 50% in the column satisfied.)

| | Most satisfied | Satisfied | Moderately satisfied | Rather dissatisfied | Not at all satisfied |
|--------------------------------|----------------|-----------|----------------------|---------------------|----------------------|
| The event administration | 57.14 | 35.71 | 7.15 | | |
| The structure of the programme | 21.42 | 57.14 | 21.42 | | |
| The venue and facilities | 92.86 | 7.14 | | | |
| The presentations | 50.00 | 21.42 | 28.58 | | |
| The discussions | 21.42 | 50.00 | 28.58 | | |

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|----------------------------------|--|--|--|--|--|
| The event dinner and subsistence | | | | | |
|----------------------------------|--|--|--|--|--|

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--|----------------|-------|---------|----------|-------------------|
| The information I got will be of immediate use to me. | 35.71 | 35.71 | 28.58 | | |
| This event covered to a very high extent the topics I have expected. | 21.42 | 50.00 | 28.58 | | |
| I enjoyed the cooperation and interaction with the other participants. | 50.00 | 28.58 | 21.42 | | |
| My expectations about this event were met or exceeded. | 14.28 | 57.14 | 28.58 | | |
| The materials distributed are useful and informative. | 35.71 | 35.71 | 28.58 | | |
| The discussions were relevant for the participants. | 14.28 | 50.00 | 35.72 | | |
| The methods of working were suitable for the topics and for the participants. | 14.28 | 78.57 | 7.15 | | |
| The overall organisation was professional. | 78.57 | 21.43 | | | |
| The time management was always to my fullest satisfaction. | 57.14 | 42.86 | | | |
| The style and level of communication between organisers and participants was professional. | 71.42 | 28.58 | | | |
| I would recommend this kind of event to my colleagues. | 41.86 | 50.00 | 7.14 | | |

| | Of crucial importance | Very important | Important | Little important | Not important at all |
|---|-----------------------|----------------|-----------|------------------|----------------------|
| Assessment and efficiency monitoring of KTT modes | 21.43 | 64.29 | 14.28 | | |
| Defining of priority research areas of university and capitalizing the knowledge and research potential | 28.58 | 57.14 | 14.28 | | |
| Commercialization of research results and their transformation to innovation | 21.43 | 71.43 | 7.14 | | |
| Efficient innovation management supported by a collaborative software platform | 64.29 | 35.71 | | | |
| Development of co-operations between universities and enterprises | 64.28 | 28.57 | 7.15 | | |
| Encouraging students/researchers to establish to start-ups and spin-offs | 50.00 | 35.71 | 14.29 | | |

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| Strengthening university capacity to support the development of Business Incubators and Science Technology Parks | 47.37 | 36.84 | 10.52 | 5,26 | |
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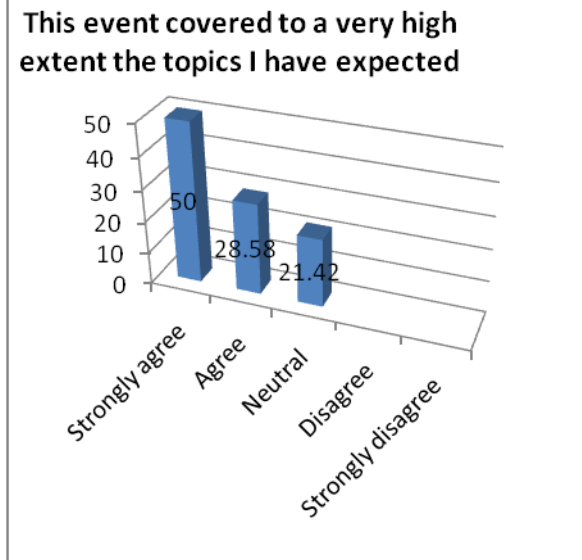
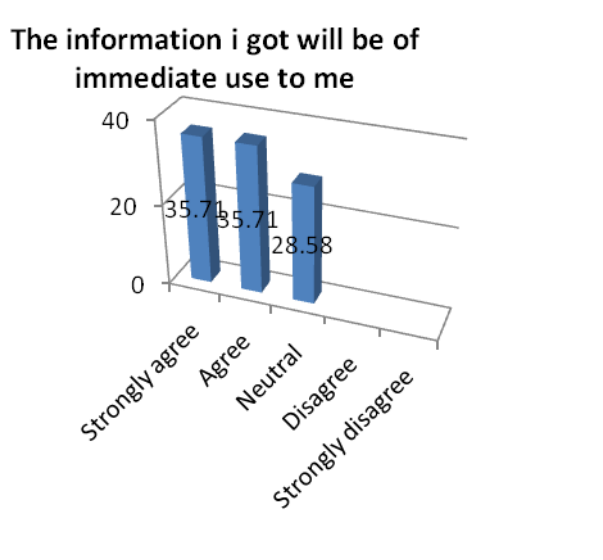
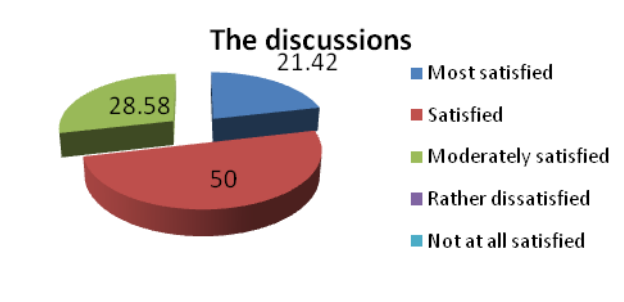
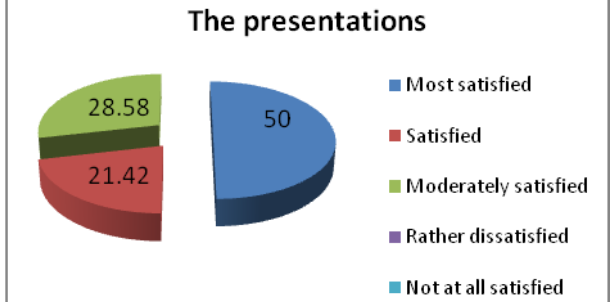
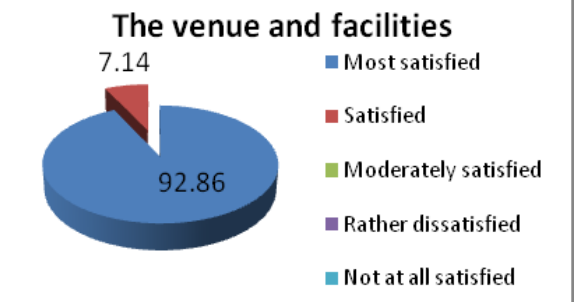
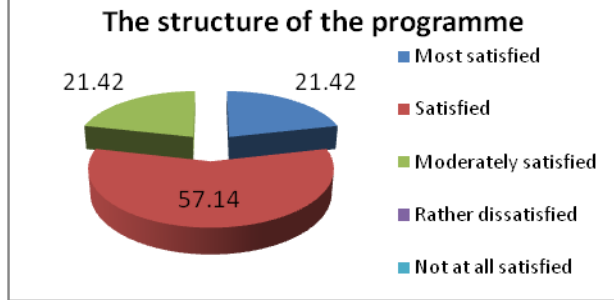
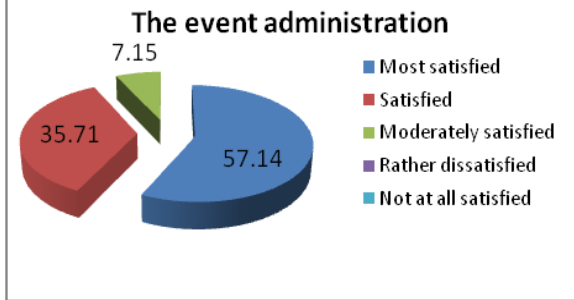
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| Prior Experience of Similar Events – Overall % | 85.71 % |
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Strengths and limitations of the event: please include comments received

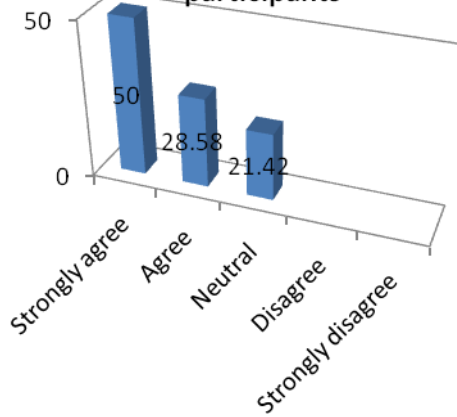
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| Strengths of the event and contributions or activities enjoyed by participants: | <ul style="list-style-type: none"> • The interaction between participants and workshop presenters • Talk with other members and exchange of experiences • A lot of useful information • Identification and promotion of knowledge • Information • Exchange of knowledge • Networking • Excellent presentation • Networking of all / regional stakeholders on the topic of the project and joint problem solving |
| Suggestions for the improvement: | <ul style="list-style-type: none"> • Active involvement of industry representatives • Practical exercises • Multiple teachers who have specific experience in practice • To be continued after the completion of the project • Any concrete examples from practice • Organize an event which will be attended by people who start a business from the incubator |
| Any further comments | <ul style="list-style-type: none"> • Active involvement of industry representatives |

4.2. Additional comments

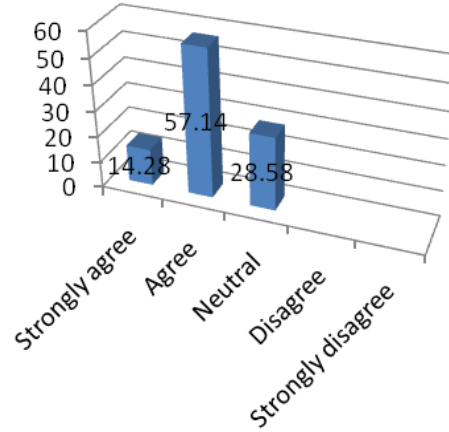
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| <ul style="list-style-type: none"> • <i>Graphic presentation of the participants feedback</i> <i>General questionnaire</i> |
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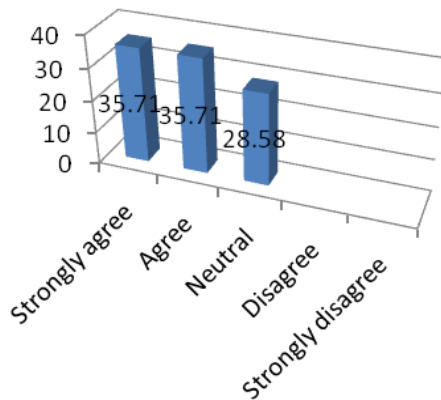
I enjoyed the cooperation and interaction with the other participants



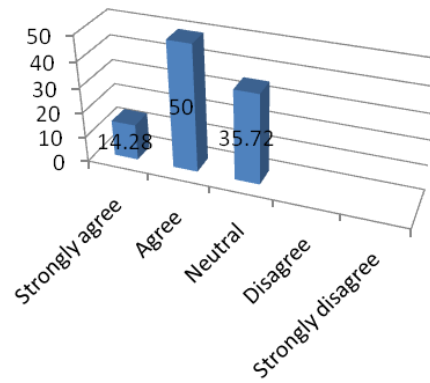
My expectations about this event werw met or exceeded



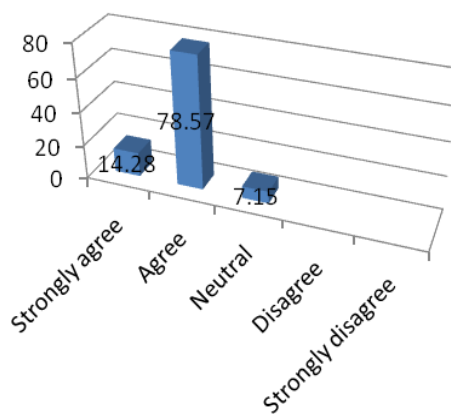
The materials distributed are useful and imformative



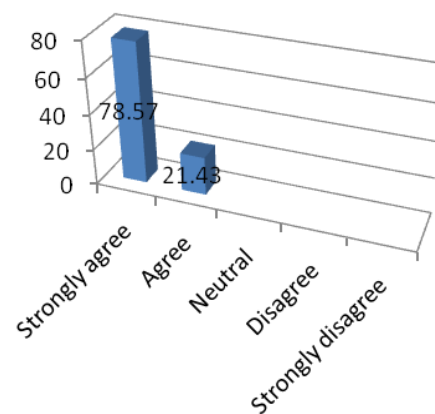
The discussions were relevant for the participants



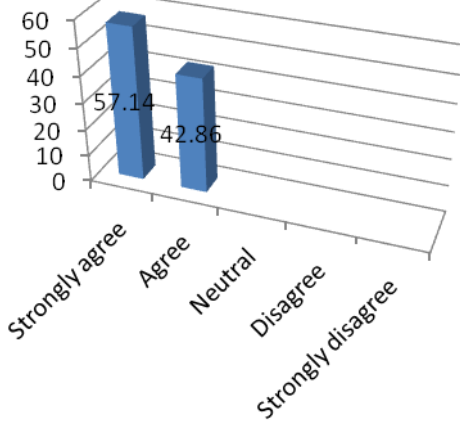
The methods of working werw suitable for the topics and for the participants



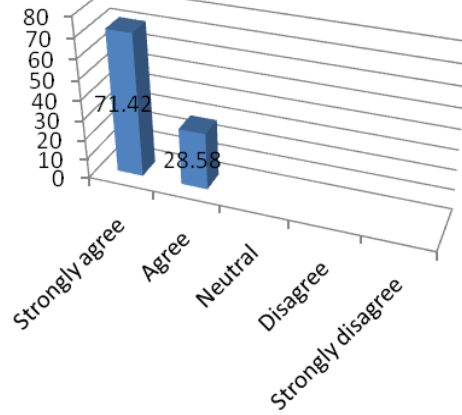
The overall organization was professional



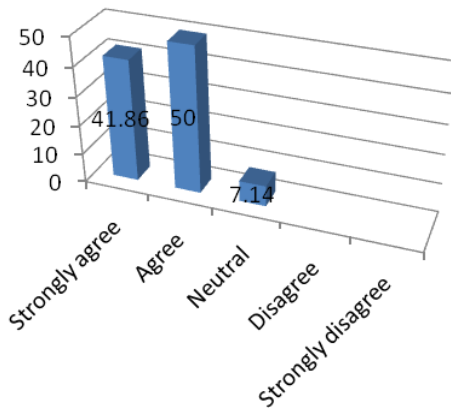
The time management was always to my fullest satisfaction



The style and level of communication between organisers and participants was professional

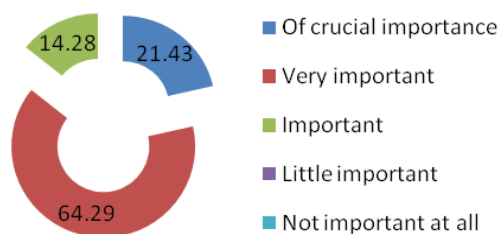


I would recommend this kind of event to my colleagues

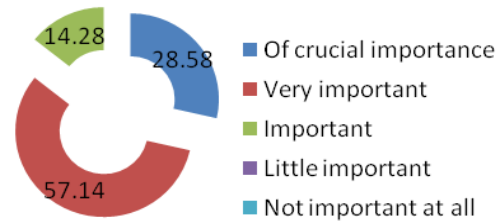


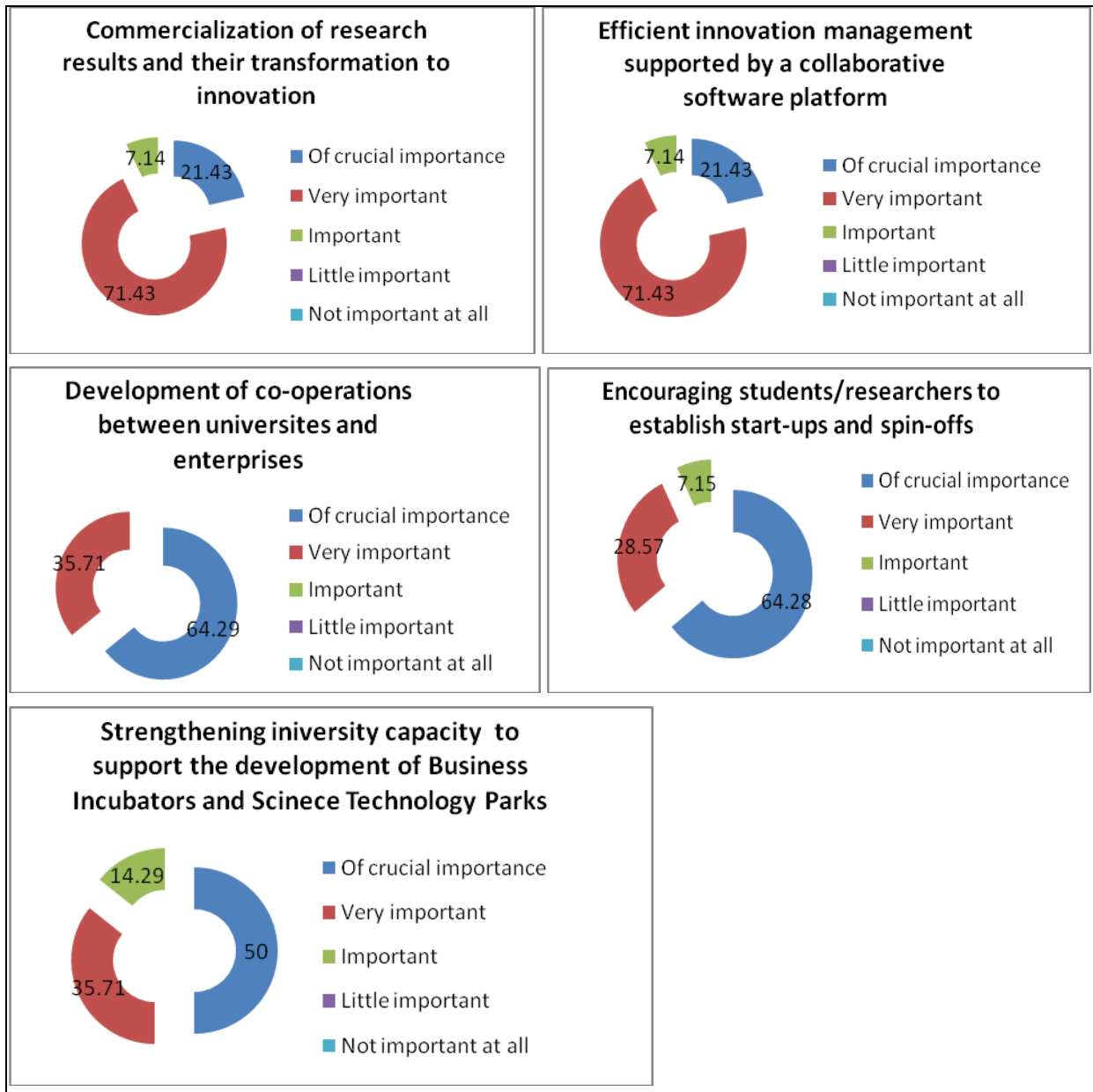
Regional University Innovation Platform

Assessment and efficiency monitoring of KTT modes



Defining of priority research areas of university and capitalizing the knowledge and research potential





5. Lessons learned

(Please fill in using bulleted text, e.g.

- A
- B
- C etc.)

6. Additional comments

May be filled by any of the organising partners

Please add in any other comments concerning the preparation and organisation of this event: