

## EVENT REPORT

Author:	Prof. Dr Petar Maric, Vanja Todorovic
Event Title:	Form knowledge and research results to successful innovative ventures
Event Date:	15.09.2014.
Event Venue:	University of Banja Luka, Bulevar vojvode Petra Bojovića 1A, Rectorate – presentation room
Type of event: (National, international, press conference, promotional event etc.)	Info Day
<b>Short description:</b>	
<p>The University of Banja Luka organized the WBCInno info day “Form knowledge and research results to successful innovative ventures” on September 15th, 2014. The event was organized as a part of regional WBCInno Tempus project. The participants of the project are, among others, the University of Banja Luka and Entrepreneurship centre of the University of Banja Luka. The topics were targeted to employers (especially employers in small and medium enterprises), university professors, researchers and students. The main goal of the project is to contribute to the modernization of the universities in the Western Balkans through the strengthening of its management structures and services for cooperation with the world of business, in the areas of knowledge transfer, research and innovation, which in turn has the ultimate goal of creating strong entrepreneurial universities and innovative regions. The participants were greeted by Prof. Dr. Milan Mataruga, the Vice-Rector for science and research, and Prof. Dr. Petar Marić, WBCInno Coordinator.</p> <p>After the welcome speech, Prof. Dr. Milan Mataruga, the Vice-Rector for science and research presented a position of science, research and development at the University of Banja Luka. Prof. Dr. Petar Marić, WBCInno Coordinator, presented the WBCInno project and already achieved results of the project. Prof. Dr. Tatjana Pešić-Brđanin introduced to participants a new Regional University Innovation Platform, while Prof. Dr Zoran Đurić presented the Catalogue on Research and Innovation Potential of the University of Banja Luka.</p> <p>Drago Gverić, director of the Innovation centre Banja Luka, and Mario Milanoić, director of the Entrepreneurship centre of the University of Banja Luka, presented the Regional Strategic Development Plan for Business Incubators and Science and Technology Parks. At the end of the event Jelena Rožić presented Erasmus+, a new funding program for individuals and organizations. After every presentation, there was very productive discussion and exchange of information in which all participants actively participated. These discussions were the basis for establishing and starting new joint activities.</p>	
Organiser(s):	University of Banja Luka and University of Banja Luka Entrepreneurship center
Agenda:	<a href="#">Link to the agenda</a>

Total number of participants:	19
Links to further information:	<a href="https:wbc-inno.kg.ac.rs">https:wbc-inno.kg.ac.rs</a>
<b>Other personal remarks:</b>	
<p>Seven presentations were held at the WBCInno Infoday at the University of Banja Luka:</p> <ol style="list-style-type: none"> <li>1. Science, Research and Development at the University of Banja Luka</li> <li>2. WBCInno Project: Project Presentation and Achieved Results</li> <li>3. Regional University Innovation Platform</li> <li>4. Innovation Centre Banja Luka</li> <li>5. University Entrepreneurship Centre</li> <li>6. Catalogue of Research and Innovative Potential of the University of Banja Luka</li> <li>7. From TEMUS to Erasmus +</li> </ol> <p>Apart from the presentation of the project and its results, the WBCInno project was also promoted through dissemination of promotional material. Also, the main strategic publications were disseminated to the participants (Regional University Innovation Platform, Methodolgy for Innovation Management, Regional Strategic Development Plan for Bussines Incubators and Science and Technology Parks)</p>	

## 1. EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	1.9.2014
Information Material was sent off to participants on:	1.9.2014
Date of Initial Participant List Compilation:	10.9.2014
Date of Final Participant List Compilation:	14.9.2014
Total Number of Participants Invited	50
Date of Agenda Finalisation:	13.9.2014

## 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

Final event agenda and the list of participants were separately submitted

### 3.2. Event Implementation – Commentary by Organising Partners

WP-leader
<i>Please add your comments, if any</i>
Task 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	45%	45%	10%		
The structure of the programme	55%	36%	9%		
The venue and facilities	91%			9%	
The presentations	64%	18%	18%		
The discussions	46%	36%	18%		

	Strongly	Agree	Neutral	Disagree	Strongly
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	agree				disagree
The information I got will be of immediate use to me.	36%	55%	9%		
This event covered to a very high extent the topics I have expected.	55%	45%			
I enjoyed the cooperation and interaction with the other participants.	46%	36%	18%		
My expectations about this event were met or exceeded.	36%	46%	18%		
The materials distributed are useful and informative.	73%	9%	18%		
The discussions were relevant for the participants.	20%	60%	20%		
The methods of working were suitable for the topics and for the participants.	45%	45%	9%		
The overall organisation was professional.	45%	45%	9%		
The time management was always to my fullest satisfaction.	27%	45%	27%		
The style and level of communication between organisers and participants was professional.	73%	27%			
I would recommend this kind of event to my colleagues.	64%	27%	9%		

	Of crucial importance	Very important	Important	Little important	Not important at all
Assessment and efficiency monitoring of KTT modes	45%	36%	9%	9%	
Defining of priority research areas of universities and capitalizing the knowledge and research potential	55%	36%	9%		
Commercialization of research results and their transformation to innovation	64%	36%	9%		
Efficient innovation management supported by a collaborative software platform	36%	36%	18%		
Development of co-operations between universities and enterprises	73%	18%	9%		
Encouraging students/researches to establish to start-ups and spin-offs	36%	45%	18%		
Strengthening university capacity to support the development of Business Incubators and Science Technology Parks	45%	45%	9%		

<b>Prior Experience of Similar Events – Overall %</b>	<b>90%</b>
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**Strengths and limitations of the event: please include comments received**

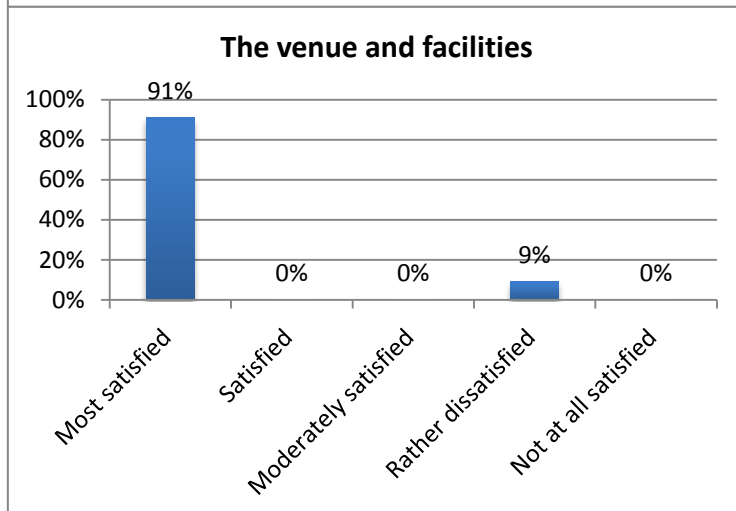
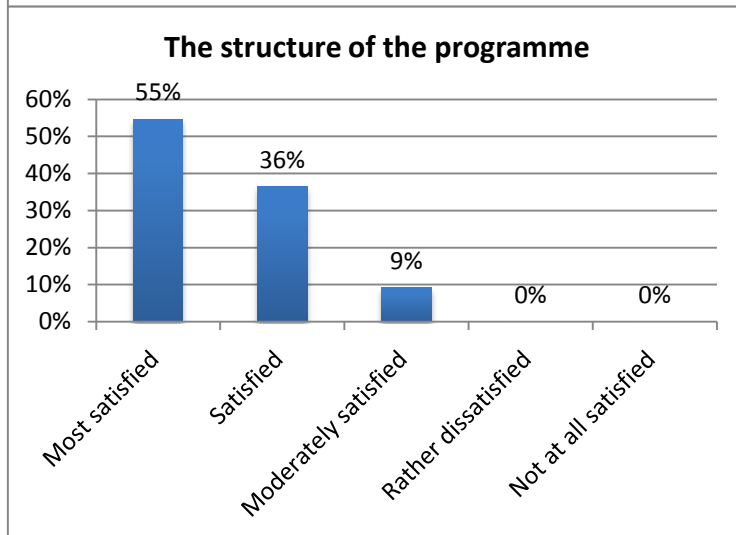
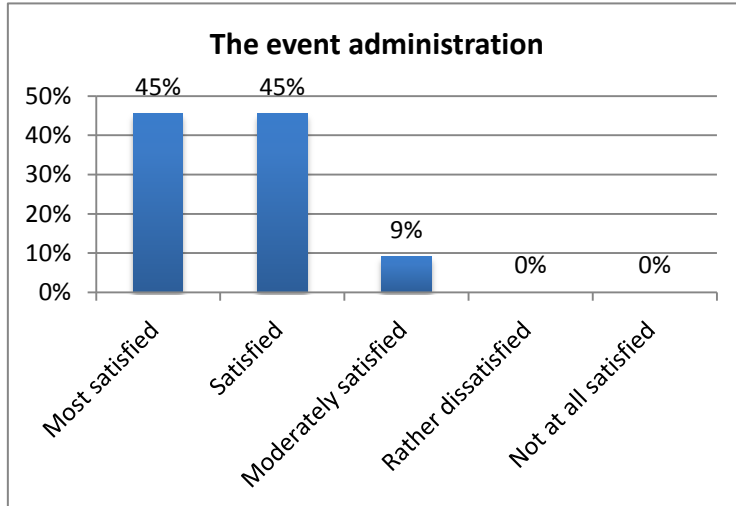
<p><b>Strengths of the event and contributions or activities enjoyed by participants:</b></p>	<ul style="list-style-type: none"> <li>• <b>Discussions and presentations</b></li> <li>• <b>Meeting with project team and opportunity to have collaboration with other participants</b></li> <li>• <b>Exchange of information</b></li> <li>• <b>Events like this can help in raising cooperation between universities and enterprises</b></li> <li>• <b>expanding awareness of necessity to include university staff to disseminate innovative activities</b></li> <li>• <b>Discussions about presentations</b></li> </ul>
<p><b>Suggestions for the improvement:</b></p>	<ul style="list-style-type: none"> <li>• <b>Inclusion of SME representatives to participate in this and similar events</b></li> <li>• <b>make obligatory that faculty representatives (at least vice-deans for science and research) should be present at these events</b></li> <li>• <b>More interest and presence</b></li> <li>• <b>Promotion of activities through media</b></li> <li>• <b>larger presence of university professors and researchers</b></li> <li>• <b>Better promotion of the event</b></li> </ul>
<p><b>Any further comments</b></p>	<ul style="list-style-type: none"> <li>• <b>xx</b></li> <li>• <b>xx</b></li> </ul>

#### 4.2. Additional comments

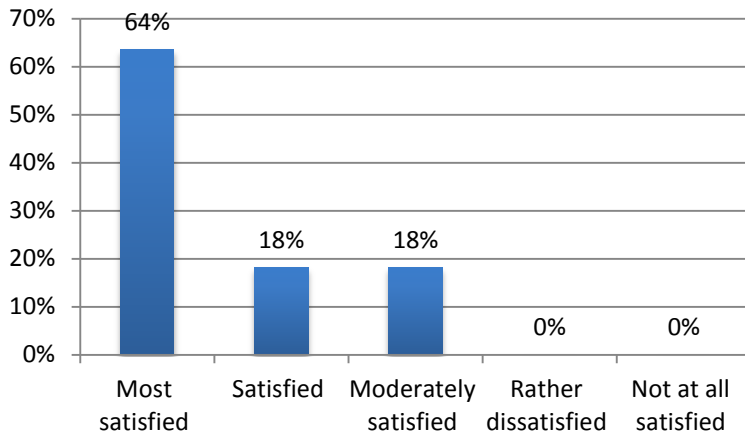
*to be filled by local partner*

- *Graphic presentation of the participants feedback*

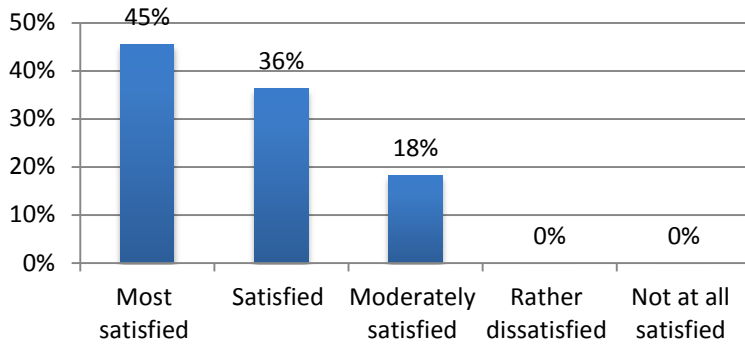
*General questionnaire*



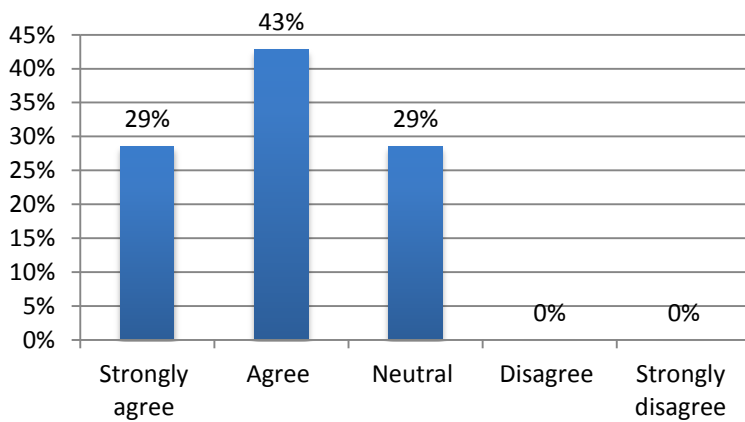
### The presentations



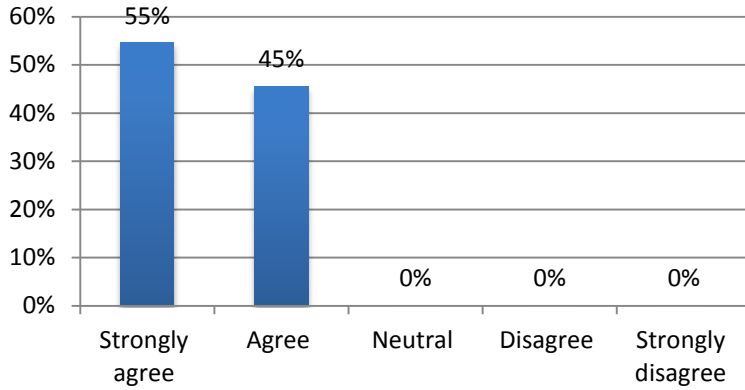
### The discussions



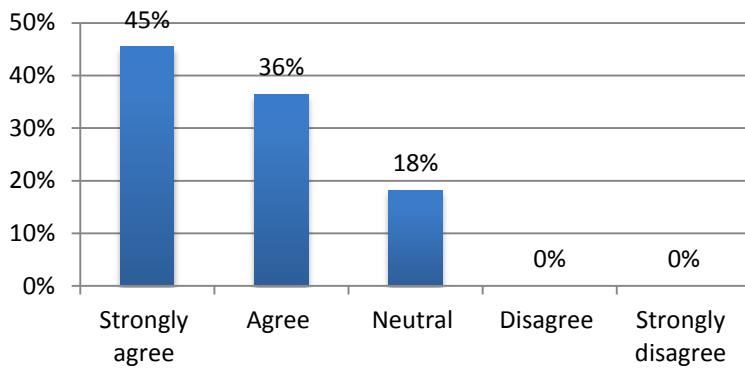
### The information I got will be of immediate use to me



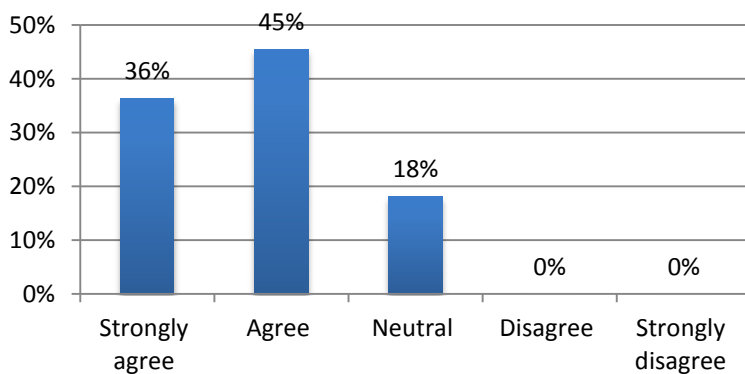
**This event covered to a very high extent the topics I have expected**



**I enjoyed the cooperation and interaction with the other participants**

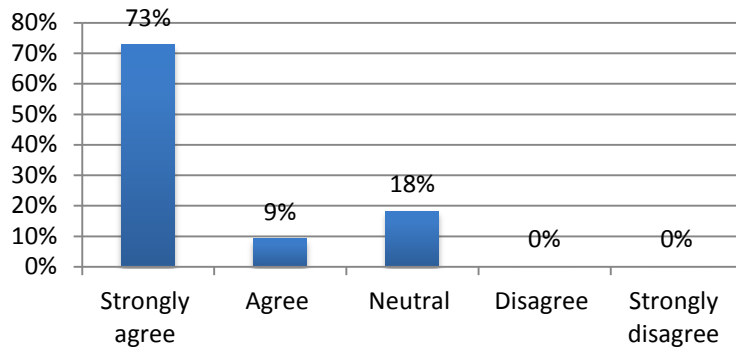


**My expectations about this event were met or exceeded**

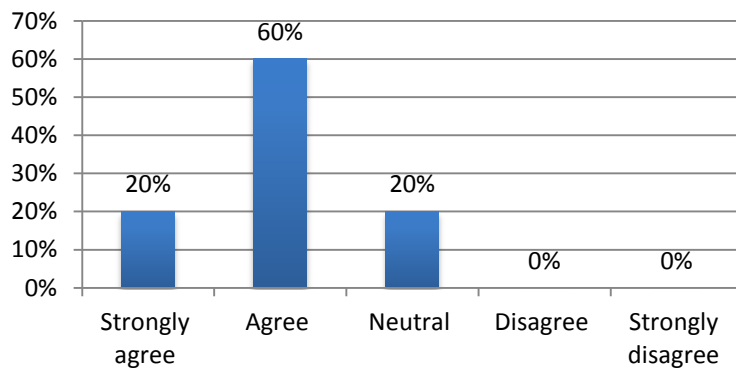




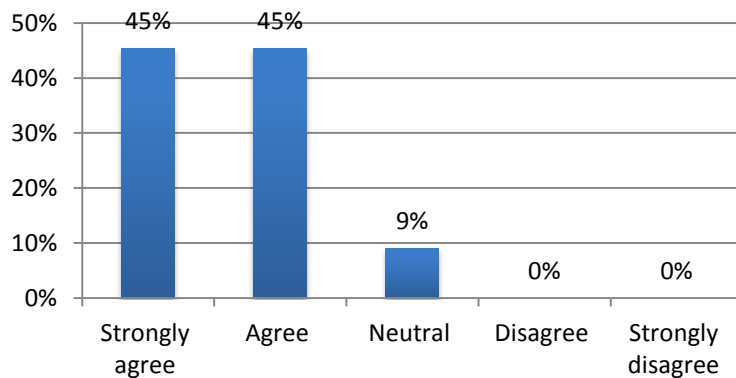
**The materials distributed are useful and informative**



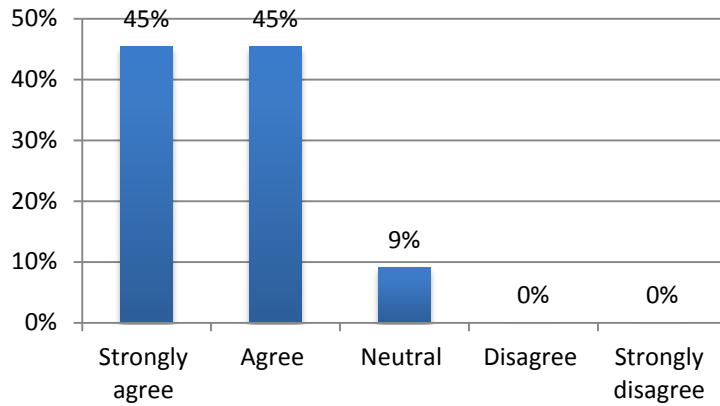
**The discussions were relevant for the participants**



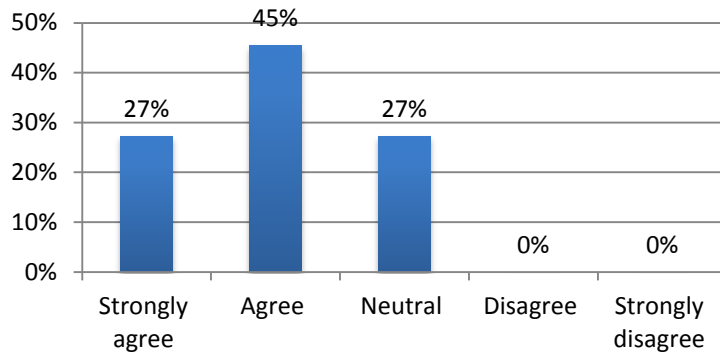
**The methods of working were suitable for the topics and for the participants**



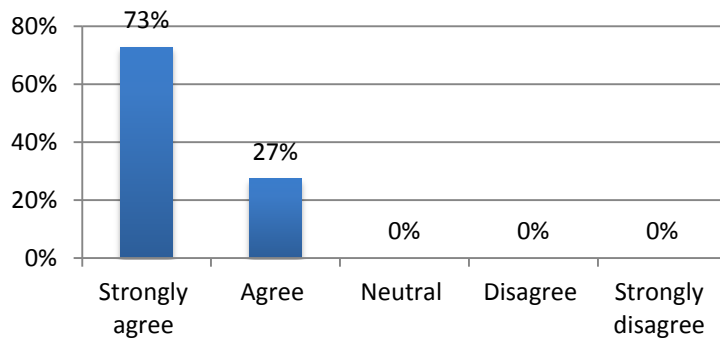
**The overall organisation was professional**



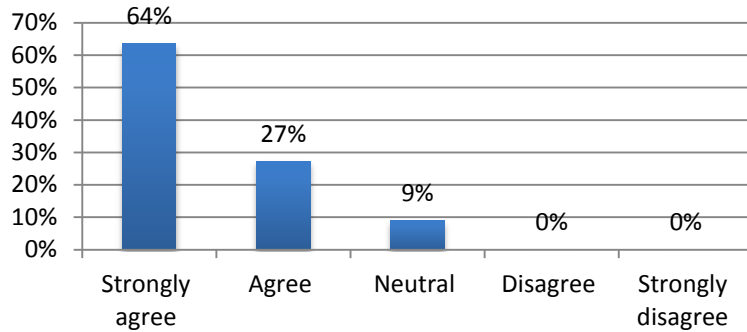
**The time management was always to my fullest satisfaction**



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

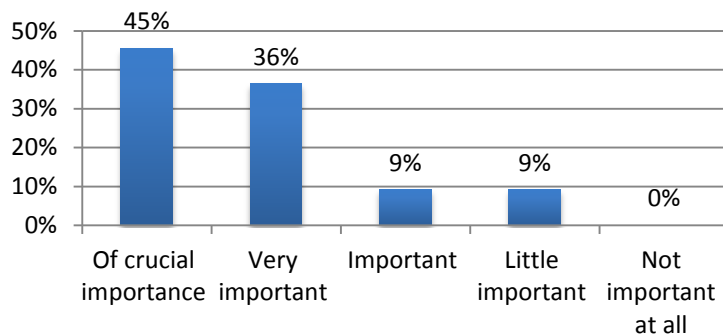


**I would recommend this kind of event to my colleagues**

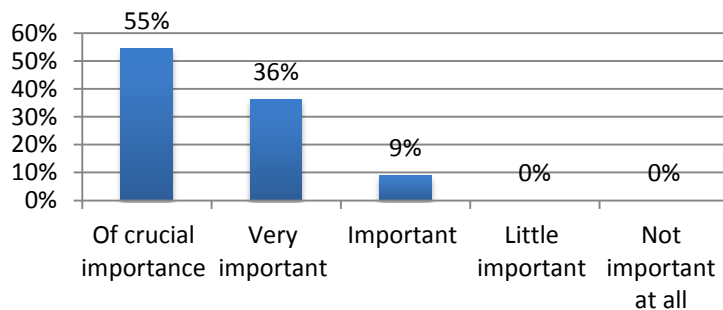


*Regional University Innovation Platform*

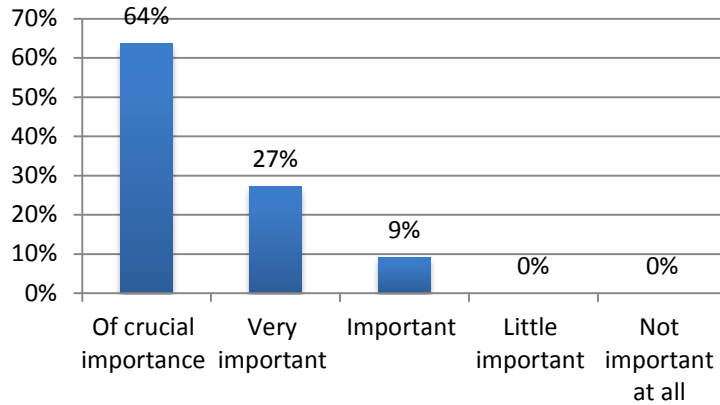
**Assessment and efficiency monitoring of KTT modes**



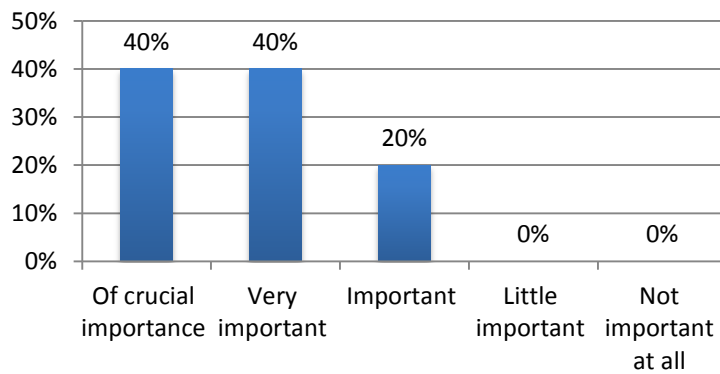
**Defining of priority research areas of university and capitalizing the knowledge and research potential**



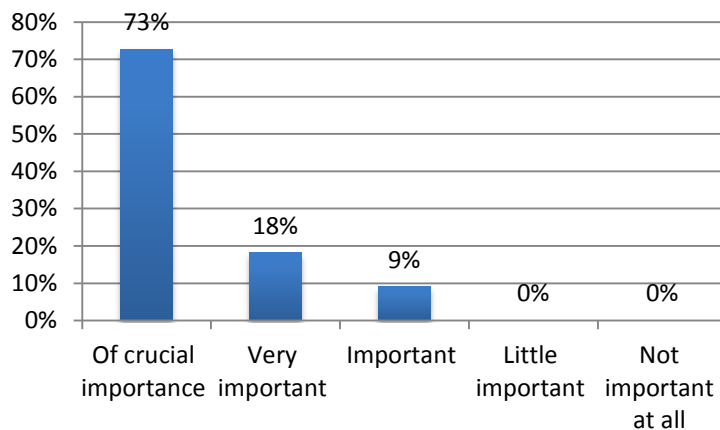
**Commercialization of research results and their transformation to innovation**

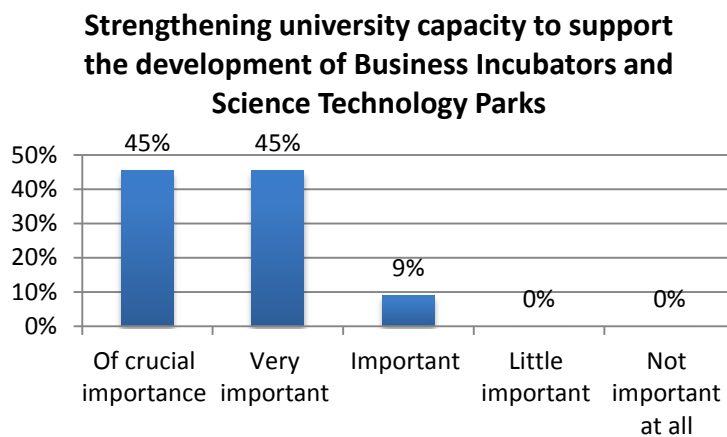
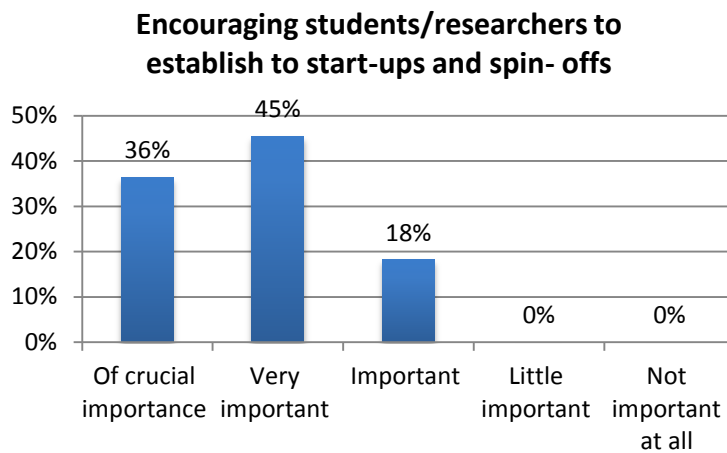


**Efficient innovation management supported by a collaborative software platform**



**Development of co-operations between universities and enterprises**





## 5. Lessons learned

The event showed that the University has plenty of room for improvement in the direction of integration.

- The first aspect of improvement is the coordination between faculties (University of Banja Luka) in the area of research, innovation and knowledge transfer.
- Second aspect of improvement is the integration of the University in the social environment.
- Info day gave impulse to previously mentioned, but it remained to be done a lot.

## 6. Additional comments

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May be filled by any of the organising partners

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