



DIHELP

DIH Enhanced Learning Programme

Stakeholder workshop

Guide to organise a stakeholder workshop

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Why a stakeholder workshop?

DIHs are created to support regional SMEs in their digital transformation. They can only fulfil this objective if they are well integrated and accepted by actors in their region. It is therefore crucial to interact with key stakeholders, collect their feedback and show them why the DIH is crucial in helping the region remain competitive in the future.

Key objectives of the workshop:

- **Identification of key stakeholders:** Identification of, and engagement with, key actors, such as regional development agencies, innovation agencies, chambers of commerce as well as SMEs is essential as these. Engaging with these groups will enable the DIHs to find a place in the region's innovation ecosystems.
- **Discussion of SME needs:** Gather direct input from SMEs on their needs to better understand the barriers to digital innovation faced by SMEs, in order to derive services and offers to help the companies improving their status quo and ultimately help the region with its digital transformation.
- **Connection with stakeholders/ stronger integration in ecosystem:** The goal is for an estimated 20 participants to attend the stakeholder workshop. Your DIH will have the opportunity to pitch your business and action plans, as well as your value proposition – explaining the added value of the DIH in the ecosystem.

What is the envisaged format of the stakeholder workshop?

The proposed format of the **stakeholder workshop** foresees a minimum of around 20 participants from within the DIH's stakeholder network and especially new stakeholders, which will help the DIH to gather direct input from local SMEs and establish key-partnerships for a better integration into the local (digital) innovation network.

Preparation of the event

Agenda and speakers

- As a first step, discuss with your partners any ideas and targets regarding the workshop and finalise the agenda (i.e. agree on the speakers (from the DIH or others) and ensure their participation; share the agenda with the speakers and align on the content of each session).

A draft agenda with time indications and some draft items is included below.

Draft Agenda:

Time	Session title	Speaker/Moderator
09:00 - 09:15	Welcoming session: - Objectives of the workshop	Representative(s) of the DIH
09:15 - 09:30	Welcoming note from the local/regional government	Representative of the local/ regional government
<i>Optional</i>	<i>Tour de table</i>	

09:30 -10:00	State of play in [<i>name of the region</i>] digitalisation	Representative(s) of the DIH
10:00 – 10:30	Presentation of [<i>the DIH</i>] and their services	Representative(s) of the DIH
10:30 – 11:00	Coffee break	
11:00 – 11:45	Working group 1* – Collecting feedback from stakeholders (optional)	-
11:45 – 12:30	Working group 2* – Collecting feedback from stakeholders (optional)	-
12:30 – 12:45	Wrap-up	Leader of the DIH

***Working groups:** We suggest to organise some working groups to collect feedback from the different stakeholders. The topics of the working groups can be discussed depending on the DIH needs.

Venue and logistics

- Select and book in advance a suitable room for the workshop, either at your premises, or at another location; ideally, the room should have the capacity to accommodate the number of expected participants (min. ~20 people) and speakers/members of your DIH;
- The venue should ideally fulfil most of these conditions: projector or screen for presentations, WiFi access, a computer connected to the beamer, an area for the coffee/lunch break;
- Check your needs with your partners and speakers for the material needed for conducting the workshop and (if necessary) prepare those in advance. For instance: name badges, writing paper, presentations or other handout material, promotion material for your DIH etc. may be needed;
- Depending on the duration and the time of the workshop, organise catering, refreshments for the lunch break/coffee breaks.

Participants

- Define a list of participants including representatives from SMEs, regional policy authorities and other players of the ecosystem your DIH is focusing on or plans to target. Agree on the appropriate composition of the target audience, as well as ideas for potential participants.
- Use a registration form to keep track of attendance. Our proposed tool is [EU survey](#). It is a very simple survey management system, free to use and customisable. Alternatively, registration by e-mail is also a possibility.

Target participants:

- SMEs;
- Start-ups;
- Incubators;
- Investors;
- Regional government;
- Regional development agency;
- Regional innovation agency;
- Universities;
- Industry associations
- ...

Communication and promotion

- Share early via a “save the date”, an invitation to the workshop and few days before the workshop a reminder. These can be sent through e-mail, website, newsletter, social media, or other appropriate promotion channels. Make sure to include in your communications to participants the agenda, venue and if relevant instructions on how to get there;

Workshop execution

Welcome and registration

- Ensure that during the day of the workshop participants can easily access the meeting room. You may use signs or a registration desk to ensure this;
- Give a welcome speech addressed to all participants that states clearly the purpose of the workshop and topics that will be covered.

Facilitation and set-up

- Appoint an event manager, in charge of ensuring that the agenda is followed and informing speakers in case of delays or changes;
- Test the technical equipment such as beamers and microphones one day before the workshop and ensure availability of technical support during the day of the workshop.
- This workshop aims to engage stakeholder and receive their feedback. There are a number of ways to ensure that, e.g. parallel sessions in smaller working groups, round tables, Q&A sessions etc.

Wrap-up

- Prepare a wrap-up speech, summarising the main outcomes of the day and informing participants about the next steps.

Follow-up

Next steps and stakeholder engagement

- Ensure you keep notes of the action points and ideas discussed during the workshop and follow-up on those later on;
- Prepare a debriefing session amongst the DIH partners to reflect on the workshop inputs and feedback and decide how those should be reflected on your business plan;
- Provide the opportunity to stakeholders to provide you feedback on the workshop and DIH in general, through an anonymous feedback survey. You could also use [EU survey](#) for this.

CONSORTIUM

Leader



Partners

