



BRAND EU- FIRST TRANSNATIONAL MEETING

IMOLA 4/5th December 2018

MINUTES

4th December 2018

1st session

All partners presented their organisations and local contexts. Here's the link to the [presentations folder](#).

2nd session

The [project overview](#) is presented to all partners.

TRAINING ACTIVITIES

Coordination of training activities: After the presentation the discussion on the organisation of the training seminars was open. Two options were put forward regarding the use of the budget for experts that could be involved in training activities:

Option a): to subcontract one expert/trainer that would monitor, coordinate all the three training seminars.

Option b) to subcontract different experts according to the themes of the training seminars. In this case the coordination group of the project would take care of monitoring, planning and evaluating the content of the training activities.

The partners agreed on "Option b".

Organisation of the first training seminar: The seminar will be a "theoretical" introduction to place branding that will include the following elements:

- It will start from 4 areas BAM (Business Attraction Management); TAM (Talent Attraction Management); Living (attracting citizens) and Visitors (attracting tourists).
- It will provide inputs on how a local place branding strategy should be structured
- It will contain lectures on Marketing and Communication
- It will contain elements about the evaluation of a local branding strategy

The budget of the project will cover the costs of participation for the staff of the partner organisations, external organisations can participate as well but at their expense.

The municipalities of Trollhättan and Orust will be in charge of selecting and proposing experts to the coordination group.

Definition of the dates:

First training seminar in Sweden (cTrollhättan/Orust): **9th and 10th April 2019** (travel days 8th and 11th April)

Second Coordination meeting in Greece (Rethymno): **27th and 28th June 2019** (travel days 26th and 29th June)

Second training seminar in Italy (Imola or Forlì): **26th and 27th November 2019** (travel days 25th and 28th November)



PEER REVIEW

The project will give the possibility to the partners of receiving the evaluation on their strategies/services etc. by peers coming from the other partners. The partners willing to be reviewed will have to fill in a self-report that will be hand out to the peers coming to visit during the transnational activities carried out in the project. The peers will then visit the facilities and interviews the staff working on branding activities. After the visit the peers will provide a feedback with an evaluation of the services. All documents will be available on the project google drive.

5th December 2018

DISSEMINATION

The [dissemination strategy](#) and [dissemination plan](#) is presented to all partners and discussed.

Apart from the dissemination channels foreseen, the project will make use of instagram (connected to facebook account) and Linkedin. The partners will be update the social medias of the project that are most used in their countries.

All partner are requested to write in the dissemination plan the activities that they can implement in addition to the ones already listed for each organisation from pag. 8 onward.

In order to increase the effectiveness of the place branding strategy and help the possible transfer of practice, it is important to establish from the beginning of the project a local network of stakeholders in each country. Stakeholders are organisations and/or professionals with the possibility to influence local policies or of high relevance for the theme.

All partners are therefore requested to identify the local stakeholders and list them in the [stakeholders management tool](#) on google drive by the **31st January 2019**.

The municipality of Imola will verify if the collection of stakeholders' data complies with the GDPR regulation.

QUALITY MANAGEMENT

The [quality management strategy](#) and [quality management plan](#) are presented to all partners and discussed.

In order to evaluate the activities the project will make use of performance indicators.

- Quantitative indicator: they will be measured through the collection of numeric data regarding the implementation phase. The quality management plan sets some numeric benchmarks for each quantitative indicator. At half project and at the end, each partner will fill in the [online indicators' reporting tool](#).
- Qualitative indicators: will be used to measure the improvement of competences in the participants. Two options have been put forward:
 - Option 1: to assess the competences on marketing before and after the participation to the seminars using specific assessment questionnaires on marketing used in Spain at professional level.
 - Option 2: to organise focus groups before and after the training seminars during which the improvement of competences is assessed through the use of www.mentimeter.com

SERN will develop a template for the assessment test by the **31st january 2019**.