

Internationalisation and Commercialisation for Business Clusters and Networks (InterCom) 2013-1-PL1-LEO05-38152

InterCom Training of Business Clusters – 2nd Session
Poznan, 16-17 April 2015

The second session of the InterCom project will take place in Poznan, Poland, on Thursday-Friday, 16-17 April 2015. This session is dedicated to four subjects: 1. Internationalisation; 2. Budgeting and Finance; 3. International Project Management; 4. Communications Skills.

Thursday, 16 April 2015

09:30 - 12:30: Internationalisation of Business Clusters

Trainer: Philip Ammerman

- Determining internationalisation strategy
- Legal forms of international cooperation
- Selecting target markets and counterparties
- Scheduling activities
- Gaining resources and cluster member commitment
- Measuring return on investment

12:30 – 13:30 Lunch Break

13:30 – 16:30: Financial Management for Business Clusters

Trainer: Philip Ammerman

- Determining Financial Strategy
- Developing an Annual Budget
- Activities-Based Budgeting
- Calculating Break-Even per Strategic Initiative
- Calculating Break-Even Contribution per Cluster Member
- Accessing External Financial Resources
- Measuring Return on Investment

16:30 – 17:00 Discussion and Closing

Friday, 17 April 2015

09:30 - 12:30: International Project Management

Trainer: Maciej Pietrzykowski

- Principles of International Project Management
- Partner Selection and Contracting
- Project Planning
- Planning Tools, Scheduling and Milestones
- Project Budgeting
- Risk Management
- Measuring Return on Investment

12:30 – 13:30 Lunch Break

13:30 – 16:30: Communication Skills

Trainer: Sarunas Pundzius

- Communicating in an International Environment
- Email Writing Techniques
- Letter Writing Techniques
- Presentation Techniques
- Verbal Presentation Techniques

16:30 – 17:00 Discussion and Closing

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