

## AGENDA

Transnational Business Groups

PROJECT MEETING Holland

13-16 April 2016, Breda, Netherlands

2014-1-PT01-KA202-001059

<b>13<sup>th</sup> April Wednesday</b>	<p>Arrivals at Breda Central Station Accommodation at Hotel</p> <p><b>20.00 Meet at lobby for Dinner</b></p>
<b>14<sup>th</sup> April Thursday</b>	<p><b>09.15 Meet &amp; Greet Teachers and Students at the hotel Meeting Room</b> (Meeting Room at same location).</p> <p><b>09.30 – 09.45 Welcome to Breda and Happy Introduction to Dutch Foundation of Innovation Welfare 2 Work (DFOIW2W)</b> (Chair of Dutch TBG Meeting Mr. drs. Pieter van Schie MA &amp; Chairman DFOIW2W Mrs. Carla de Vreij)</p> <p><b>09:45 – 10.00 The TBG Agenda &amp; Dutch Culture explained</b> (P. van Schie - DFOIW2W)</p> <p><b>10.00 - 11.00 Introduction Social Media Marketing</b> (P. van Schie - DFOIW2W) – Smartphones allowed!)</p> <p><b>11:00 - 11:30 Coffee break</b></p> <p><b>11.30 - 12.00 Presentation How to create a successful company</b></p> <p><b>12.00 – 13.00 Practice by Doing – Me, My Plan / Your Plan / Our Plan: ‘ Nail the Collaboration’</b> (P. van Schie)</p> <p><i>House Rules:</i></p> <ul style="list-style-type: none"> <li>- <i>Be Honest</i></li> <li>- <i>No Mobile phones allowed</i></li> <li>- <i>No Toilet visits allowed</i></li> </ul> <p><b>13:00 – 14.30 Lunch at Hotel</b></p>

	<p><b>14.30 – 15.00 Interactive Session ‘Go Do’</b> (P. van Schie) <i>House Rules:</i></p> <ul style="list-style-type: none"> <li>- <i>Smart Phones Allowed!</i></li> <li>- <i>Be Honest</i></li> <li>- <i>An individual social media assignment</i></li> </ul> <p><b>15.30 – 16.30 Workshop &amp; Group Session Marketing &amp; Social Media</b> (Pieter van Schie, Carla de Vreij, Desiree van der Heydt et al.)</p> <p><b>16.30 – 17.00 Coffee break</b></p> <p><b>17.00 – 18.00 Dutch Education System and Entrepreneurship</b></p> <p><b>17.00 – 18.00 Group Assignment Session Marketing and Social Media (continued)</b></p> <p><b>18:00 – End of day one</b></p> <p><b>20:00 – Network Dinner</b> (La Cubanita / City Center Breda)</p>
15 <sup>th</sup> April Friday	<p><b>09.00 – 12.30 Project Monitoring &amp; Evaluation project's Activities &amp; Results (just coordinators)</b> Sergio Fernandes (Insignare) et al:</p> <ul style="list-style-type: none"> <li>- Ensuring Quality Control:</li> <li>- Key Milestones &amp; Deadlines</li> <li>- Activities, Results &amp; Objectives.</li> <li>- Planning Turkey Meeting (Ankara)</li> <li>- Minutes</li> <li>- Ensuring quarterly reports</li> </ul> <p><b>09.30 – 11.00 The importance of internationalization of a successful company and the steps to do so (Teachers/Staff and students)</b></p> <p><b>11:00 - 11:30 Coffee break</b></p> <p><b>11:30 – 13.00 Workshop Personal Branding</b> (P. van Schie) – Smart Phones allowed! <b>Group Assignment Social Media Succes</b></p> <p><b>13:00 – 14.00 Lunch at Hotel</b></p> <p><b>14.00 – 15.30 Group Assignment (continued) / Preperation Live</b></p>

	<p><b>Presentations on TBG Market Place</b></p> <p><b>15:30 – 16:00 Coffee break</b></p> <p><b>16:00 – 17.00 LIVE Presentation of each Group with their Business Idea on the Market Place</b> Presenting Business Ideas, including (Social Media) Marketing by Students</p> <p><b>17.00 - 17.30 Presentation of Module 4</b> (Mrs. Irene Morici and Mr. Tommasso Piermarini - Egina)</p> <p><b>17.30 – 18.00 Nomination Good Practice</b></p> <p><b>18:00 – End of day Two</b></p> <p><b>Fini</b></p>
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