THE KEY FACTORS OF IMPACT IN HORIZON 2020
31 March 2017 - Brussels, Belgium

08:30 – 09:00	**Registration**
09:00 – 09:20	**Event opening**

09:20 – 10:30   **Exploitation Strategies in Horizon 2020 Projects during proposal development and implementation**
Andrea Di Anselmo, Vice-President, META Group

Definitions; The concept of Impact in a H2020 project. Challenges, expectations, requirements and best practices to develop successful exploitation plans for H2020 proposals and projects. Why is IP important and how to build up IP and innovation management for your project? How to identify and select the best exploitation, IP and innovation strategy fitting your H2020 project?

(10:30 – 10:45 Coffee break)

10:45 – 12:00   **Successful Dissemination & Communication in Horizon 2020 Projects**
Ömer Ceylan, Managing Director, Geonardo Ltd.

Definitions; Learning from best practices in FP7 and H2020 projects; New tools, strategies and channels to reach your target group and communicate the right message in the right way; What are the requirements of the European Commission, what are your legal obligations? Dos and don'ts in H2020 dissemination and communication section under Impact.

(12:00 – 13:00 Lunch Break)

13:00 – 16:15   **Workshops**

Participants are divided into two (Group A and Group B) to practice the development of the Impact section of the proposal based on a real example with two parallel workshops.

For Group A: Workshop 1 "Dissemination & Communication"

Participants will be divided into two groups. Based on a real-life case scenario, one group will prepare the work package description, the other group the dissemination and communication strategy for the proposal.

For Group B: Workshop 2 "Exploitation & Innovation"

Using the same project example, the participants must analyse the needs and possibilities of the project partners and identify the best scenario for exploitation and IP strategy. As a result the participants will have to describe the most relevant exploitation routes and set up a tailored innovation and IP management method for the project.

(14:30 – 14:45 Coffee Break)

For Group A: Workshop 2 "Exploitation & Innovation"
For Group B: Workshop 1 "Dissemination & Communication"

16:15 – 16:30   **Wrap-up**

Based 100% on experience