

# How to ORGANIZE A LARGE-SCALE CONFERENCE WITH WORKSHOPS AND EVENTS UNDER AN AQUACULTURE WEEK

Gathering VET schools, universities and industries in an  
Innovation Ecosystem



D10.5 Aquaculture  
Workshops and  
Conferences

D11.4 Toolbox for  
SMEs Innovation  
Ecosystems

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# INTRODUCTION

## What is the Bridgehead Conference?

The capacity-building project "Brohode Havbruk 2050" (Bridgehead Aquaculture 2050) invests in the interaction between the aquaculture sector, upper secondary schools, universities and public administrations. Through the five-year project, a toolbox is developed that strengthens relevancy in higher education, research and the rate of innovation in the local region.

Blått Kompetansenter, or Blue Competence center (BKS), is a partner in this capacity-building project: led by NTNU (Norwegian University of Science and Technology), supported by the Norwegian Research Council and completed by the multilateral partnership of Blått Kompetansenter, NCE Aquatech Cluster, Trøndelag County Council and SINTEF.

Brohodekonferansen, or the Bridgehead Conference, and Brohodedagene (Bridgehead Days), represents one of these tools. The conference is held every autumn in the island region of Hitra and Frøya. The conference attracts many participants from the region every year, and in 2022 it celebrated its 10th anniversary.

In this document we will give an overview of various activities and steps in the production phase of a large scale-conference with activities and events under a larger umbrella event. We will use best practices learned from the planning and implementation of the Bridgehead Days and Aquaculture Week.

All activities are produced in close collaboration with NTNU, while SINTEF participates as a collaborator in organizing the Top Industry Leaders Summit.

# "THE BRIDGEHEAD DAYS" EVENTS OVERVIEW

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## DAY I

Student Day

Networking  
Dinner

Top Industry  
Leaders Summit

## DAY II

Bridgehead  
Conference

## Havbruksuka 2022

**26. oktober**

- Toppledermøte
- Studentdag
- Jubileumsmiddag

**27. oktober**

- Brohodekonferansen

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# STUDENT DAY

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A multidisciplinary group of 24 dedicated students are invited, via NTNU tutors, to participate free of charge at the Bridgehead Days events. A separate Student Night is organized a few weeks before the conference. Here the students meet some selected aquaculture companies that, together with the project manager, pitches a case challenge for the students to solve and present at the Bridgehead Conference.

The challenges will follow a different theme each year which is linked to the overall theme of the Bridgehead Conference itself (ie "digitalisation" or "investment challenges"). The Student Say is held the day before the conference.

During the Student Day, NTNU students are taken on an excursion to local aquaculture companies of Hitra and Frøya and to Guri Kunna upper secondary school where students from both schools interact.

At the end of the Student Day, students will put the finishing touches on their case challenge assignments. A mock presentation will then be held, as preparation and training for the official presentations at the conference itself on the following day.

# CONNECTING VET SCHOOLS AND UNIVERSITIES



During the Student Day, NTNU students get to take part in an excursion tour: they get to visit a salmon slaughterhouse and they spend time with aquaculture students from the upper secondary school, Guri Kunna.

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The activity here varies from year to year, but a staple is the upper secondary school/vocational school/university connection for the sharing of knowledge and experiences: Guri Kunna students take the NTNU students out to their school's fish cages where they give NTNU students a tour, teach them practical knowledge and answers questions, while NTNU students in turn give Guri Kunna students lessons from their own courses and answer questions about university experiences.

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This excursion is organized and facilitated together with Guri Kunna. At the request of the Guri Kunna school management, each year the NTNU students give a short presentation of their own studies. This is to tempt Guri Kunna students to take up higher education after secondary school.

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# TOP INDUSTRY LEADERS SUMMIT



## INTRO

Industry, academia and research institutions and the policy apparatus are invited to this event. For effective mediation and action minutes follow-up, only a total of approximately 50 people will be accepted on a first come, first serve basis. The purpose of the Top Industry Leaders Summit is to identify concrete, strategically important actions for future cooperation.

## DETAILS

The meeting starts with lunch consisting of local cuisine and ingredients. Then there will be short presentations from keynote speakers, including aquaculture CEOs and NTNU and SINTEF leaders, before we have round table discussions with plenty of time for conversation. Activities can include World Café methods.

## ROLES

A program committee consisting of Blått Kompetansenter, NTNU and SINTEF meets in advance to prepare the theme and programme for this event. The invitation itself is officially sent by the university chancellor of NTNU and the CEO of SINTEF.



# THE BRIDGEHEAD CONFERENCE

The Bridgehead Conference is a meeting place for businesses, university students, researchers, upper secondary and vocational students, state representatives, teachers and committed social actors.

Through placing students and researchers at the fish cages' edge, understanding of the various processes in the production of fish, feed, technology and services is increased, as well as a better understanding of the aquaculture industry framework.

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## KNOWLEDGE TRIANGLES

By shedding professional light on the complex challenges in the sector, mutual trust can be achieved and we strengthen the possibilities for developing research-based solutions.

The bridging arena between academia and industry also contributes to increased business relevance for related studies and to the development of candidates who can contribute to innovation in the aquaculture sector. The interaction takes place across experience, age, subject areas and expertise.





# AQUACULTURE WEEK

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Since 2021, the Bridgehead Conference has been further developed within the concept of "Havbruksuka" or "Aquaculture Week", which is owned and developed by Blått Kompetansenter. The Aquaculture Week consists of eight fixed elements, with space for annual relevant events. Fixed events are linked to ventures BKS has in common with several of its partners, such as the Aquaculture Skills Foresight Forum (ASFF). ASFF is an EU project (BRIDGES) offshoot and is a platform where upper secondary schools, vocational schools, higher vocational schools and the business world (including suppliers) within aquaculture can openly share what challenges the participants have, what educational needs the business world

has today and what they envision in the future. This event is a collaboration with one of the biggest aquaculture companies in the world, SalMar. Aquaculture Week also includes the Blue Innovation Camp (BIC)- organized together with Young Entrepreneurship Trøndelag- as part of the mission to market Guri Kunna as a school of choice for tenth graders in Trøndelag interested in aquaculture. Therefore, BIC has a natural spot within the week. The Bridgehead Conference is nevertheless the supporting element. Amongst all the aforementioned partners and collaborators, there is a joint effort towards communications, press-management and marketing activities, which helps to cover more ground and raise the profile of events and organizers.



# AQUACULTURE WEEK MARKETING MATERIALS

20. okt

#### Blå Innovasjonscamp

800 tiendeklassinger løser bærekraftsutfordringer. Med Ungt Entreprenørskap.

24. okt

#### Trainee Trøndelag kickoff

For deg som går fra student til ansatt.

25. okt

#### Aquaculture Skills Foresight Forum

Vi deler havbrukskompetanse internasjonalt.

#### Jenter og teknologi

Jenter i 9.-10. klasse besøker bedrifter og møter kvinnelige rollemodeller. I regi av NHO.

26. okt

#### Toppledermøte

Ledere fra næringsliv, SINTEF og NTNU jobber sammen.

#### Studentdag

Studenter fra ti forskjellige fagområder besøker havbruksnæringa.

#### Jubileumsmiddag Brohodekonferansen

Vi feirer ti år med kunnskapssamarbeid! Åpent for alle!

27. okt

#### Brohodekonferansen

Åpen konferanse for deg som vil lære mer!

Co-funded by the  
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bridges



bksnorge.no

Both digital and print ads are bought from regional and county-wide newspapers.

These will profile dates, events, organizers and sponsors- as well as funnel to the organizers' websites and Social Media profiles.

## Havbruksuka på Hitra og Frøya 2022

Viktige møteplasser for deg som er hekta på havbruk!

Åtte arrangementer på én uke.

Se hva som skjer her!

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Kompetansesenter

## SoMe

All organizers share a responsibility in selling tickets to their network, PR and presswork, as well as updating their websites and SoMe with Aquaculture Week and Bridgehead news, creating hype for the event.





# LOCAL PARTNERS, TASKS & EVALUATION

## 1

### Guri Kunna upper secondary school

- Fixed participation; students and teachers
- Joint activities with students from NTNU during the Student Day
- Guri Kunna culinary students are responsible for food and catering

## 2

### Frøya Kulturhus

- The Frøya Cultural Center: shares the same building as Guri Kunna upper secondary aquaculture studies and culinary studies
- Rigging of tables, chairs, stage, lights etc
- Technical and IT
- Digital streaming: live and free access to all

## 3

### Evaluation

Feedback is encouraged from attendees. An informal opinion poll, usually with word clouds gathering attendee impressions, at the end of the conference is created through a platform such as Mentimeter, while a more formal survey is done via sending out a survey a couple of days after the conference.

# Velkommen til Brohodekonferansen 2022



Brohode Havbruk 2050

NTNU OCEANS



 **SINTEF**

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Kompetansesenter

 **NCE AQUATECH CLUSTER**  
Norwegian Aquaculture Technology

 **Trøndelag fylkeskommune**  
Trööndelagen fylkhkentjelle

 **Støttet av**  
Forskningsrådet

## EXTERNAL COLLABORATORS, TASKS & SPONSORS

**Conferencier or Master of ceremonies (MC):** Every year a new student from NTNU gets the opportunity to host the conference as an assistant MC to the Blått Kompetansesenter MC

**Sponsors:** To be able to run the Bridgehead Days, we depend on sponsors. Some contribute annually, such as e.g. Frøya municipality, while sponsorships from the business world can vary. Sponsorship deals are secured by BKS

**The consultancy firm TravelDesign** is hired by BKS to create a landing page, mailings, registrations, coordination of accommodations for attendees etc. A mobile application is created for the Bridgehead Days events. The software program used for this is E-marketeer

*Note: Tasks described in pages 10 and 11 are done in close collaboration with the project team at BKS*



# TIMELINE

production phase for the Bridgehead Conference

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1-11 June

Dispatching of teaser marketing materials - email and SoMe posts: "save the dates" and cards hinting at the current year's theme

1-11 June

Landing page creation (with adjustments close to event dates, to include the latest adjustments in the program). A program committee of researchers at NTNU is responsible for program content and coordinating keynote speakers. The committee begins its tasks in April of the relevant year

12-24 June

The project has a communications team with one representative from each partner, as well the project manager of the Bridgehead Aquaculture 2050 project. The team leader for this activity is BKS. A communications plan is drawn up, with activities from June until the start of the conference

12-31 August

Advertising and press work: Together with BKS's project team for Aquaculture Week, press releases, articles and joint advertising campaigns are created - print and digital

1 May - 20 October

Marketing activities to increase registrations (max capacity space is 170 attendees): continuous work, but with a particular focus in the last weeks leading up to the conference date

1 September

Detailed timetable for the conference