

# INNOVATION NETWORKING:

## WP11.3 SME INNOVATION SUPPORT & WP11.4 ENERGETIC MEETING SPACES & SME BRAINSTORMING

This is a guideline for SME support persons who seek to meet with and influence company innovation at established gatherings for SMEs, such as vocational educational trade fairs.

SMEs participation at at local events such as trade fairs makes them a superb location for connecting with SME representatives. SME exhibitions at such fairs are a perfect setup for brainstorming on innovation and collaboration possibilities in their field.



### 1. LOCATION

Choose an event where SMEs gather, preferably local so as to build your local presence and visibility as an SME support person.

### 2. RESEARCH

Research the event participants beforehand so as to show up prepared to talk knowledgeably about their challenges and potential action minutes for collaboration.

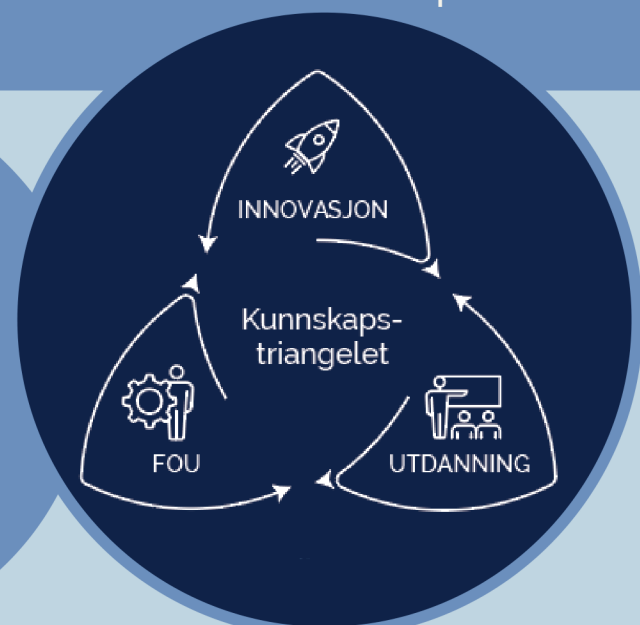


### 3. ENGAGE

Actively search out stakeholders of interest and engage them in brainstorming ideas that can give added value to both- or more- parties.

### 4. STAKEHOLDERS

Consider who else can be involved in potential action minutes with the stakeholder: vocational schools, universities and other SMEs to fulfill a "Knowledge Triangle"?



### 5. FOLLOW UP

Follow up interesting leads within 5 working days after the event.

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