INTERREG V – A
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020

Market Changer (MIS Code: 5070788)
MarCh

TRAINING SEMINARS' REPORT
Horizontal Support - Seminars on innovation, e commerce, branding, and extroversion
D 5.5.4

Main Hall, Paradise centre, 1-st floor
Address: 9 "Pirin" str., 6600 Kardzhali, BG

Regional Industrial Association – Kardzhali

Contractor: Trainer Consult Ltd

Training Report

Date: 21.11.2023

Trainer: „Trainer consult" Ltd

Trainer's Representative: P.Gospodinov

Trainee: 50 entrepreneurs, reff.to Attandance lists

Training Objective: Conducting 1 round of 4 training seminars on: innovation, e-commerce, brand building and sales/communication skills. Each seminar is held within 6 days/36 academic hours, under project title "Market changer (MARCH)", funded under 1 -A Competitive and Innovative Cross-Border Area, 6-th call of Cooperation Programme "Interreg V –A Greece-Bulgaria" 2014-2020, funded by European Union, through European Regional Development Fund and co-funded by Budget of Republic of Bulgaria

Training Content:

- Module 1: Innovation (36 hours) 11-18.10.2023
- Module 2: E-commerce (36 hours) 19-26.10.2023
- Module 3: Branding (36 hours) 27.10-03.11.2023
- Module 4: Extroversion (36 hours) 13-20.11.2023
- Include any materials used or referred to during the training - PPP

Training Methodology:

- Presentations
- Demonstrations
- Reflection and discussion
- Role-playing exercises
- Hands-on exercises

Trainee Participation:

- Enterpreuners (included start-ups) from Kardzhali district BG, whose representatives are involved by the contracting authority (RIA) in the training seminars. All participants have gone through 4 training modules, and attendance lists have been kept for this.

Key Learnings:

- The main themes of training are Innovation, E-commerce, Branding and Extroversion.

<u>Main topics of training content for both modules:</u>

Provides a foundational understanding of the topics, including its history, significance, and basic concepts.

Introduces key terms and terminology associated with the topic.

Discusses the importance of the topic in relevant fields of agri-food industry.

Illustrates practical applications through examples and case studies.

Areas for Improvement:

- We have identified areas where the trainee may need further development or clarification – agri-food marketing and management.

Action Items:

- List any follow-up tasks or actions for the trainee:
  - assessment of additional knowledge and skills required

Overall Assessment:

The training was conducted in exceptional intensity of classes, with a lot of discipline and strong interest on the part of the trainees. The program skillfully combines the teaching of theory with practical activities and exercises. The workload of the learning process was within the range of medium to high. There was also interest in other topics not included in the training material, which is a prerequisite for possible follow-up trainings. The acquired new knowledge, the participants have the opportunity to immediately put into practice, which in turn is a prerequisite for subsequent assessment of the effectiveness of the training itself.

INTERREG V – A
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020

Market Changer (MIS Code: 5070788)
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TRAINING SEMINARS' SCHEDULE
Horizontal Support - Seminars on innovation, e commerce, branding, and extroversion
D 5.5.4

Main Hall, Paradise centre, 1-st floor
Address: 9 "Pirin" str., 6600 Kardzhali, BG

Regional Industrial Association – Kardzhali

Contractor: Trainer Consult Ltd

Module 1: Innovation (36 hours) 11-18.10.2023

Day 1: Introduction and Understanding Innovation (6 hours)

Session 1: Introduction to Innovation (1 hour)

Overview of the training program and its objectives.

Definition of innovation and its relevance to the Agri-food industry.

Session 2: Types of Innovation (1 hour)

Explanation of different types of innovation: product, process, marketing, and organizational.

Examples of innovative practices in each category.

Session 3: Trends and Challenges (1 hour)

Discussion on current trends shaping the Agri-food industry.

Identification and analysis of challenges and opportunities for innovation.

Session 4: Case Studies (1 hour)

Examination of successful innovation case studies in the Agri-food sector.

Group discussions on key learnings and implications for participants' organizations.

Session 5: Ideation Techniques (1 hour)

Introduction to ideation methodologies such as brainstorming and mind mapping.

Hands-on ideation exercises to stimulate creativity.

Session 6: Problem Definition (1 hour)

Identifying specific challenges or opportunities for innovation within participants' organizations.

Defining clear problem statements to guide the innovation process.

Day 2: Concept Development and Prototyping (6 hours)

Session 7: Concept Development (1.5 hours)

Tools and techniques for generating and refining innovative concepts.

Group activities to develop potential solutions to identified problems.

Session 8: Prototyping (1.5 hours)

Overview of prototyping techniques in the Agri-food industry.

Hands-on prototyping exercise to create basic prototypes of innovative ideas.

Session 9: Testing and Validation (1.5 hours)

Importance of testing and validating prototypes to ensure viability.

Designing experiments and validation strategies for prototype testing.

Session 10: Feedback and Iteration (1.5 hours)

Gathering feedback from stakeholders on prototypes.

Iterating on prototypes based on feedback to improve effectiveness and usability.

Day 3: Implementation and Commercialization (6 hours)

Session 11: Implementation Strategies (1.5 hours)

Developing implementation plans for innovative solutions.

Addressing potential barriers and challenges to implementation.

Session 12: Commercialization (1.5 hours)

Strategies for bringing innovative products to market in the Agri-food industry.

Market analysis and commercialization planning exercises.

Session 13: Legal and Regulatory Considerations (1.5 hours)

Overview of legal and regulatory issues affecting innovation in the Agri-food sector.

Ensuring compliance and managing risks associated with innovation.

Session 14: Sustainable Innovation (1.5 hours)

Exploring sustainable practices in the Agri-food industry and their integration into innovation strategies.

Case studies of sustainable innovations in the sector.

Day 4: Future Trends and Action Planning (6 hours)

Session 15: Future Trends (1.5 hours)

Discussion on emerging technologies and future trends in the Agri-food sector.

Opportunities for continued innovation and growth.

Session 16: Action Planning (1.5 hours)

Reflection on key learnings from the training program.

Development of action plans for implementing innovative ideas within participants' organizations.

Session 17: Wrap-up and Q&A (1.5 hours)

Review of important concepts and takeaways from the training.

Open discussion for questions, clarifications, and additional insights.

Session 18: Evaluation and Feedback (1.5 hours)

Assessment of participants' learning outcomes and overall satisfaction with the training.

Collection of feedback to improve future iterations of the program.

Module 2: E-commerce (36 hours) 19-26.10.2023

Day 1: Introduction to E-commerce in Agri-food (6 hours)

  Session 1: Overview of E-commerce

    Introduction to e-commerce and its significance in the Agri-food industry.

    Key benefits and challenges of e-commerce for Agri-food businesses.

  Session 2: E-commerce Platforms and Models

    Overview of different e-commerce platforms and business models relevant to the Agri-food sector.

    Case studies of successful e-commerce platforms in the industry.

  Session 3: Regulatory and Legal Considerations

    Understanding regulatory frameworks and legal considerations specific to e-commerce in the Agri-food industry.

    Compliance with food safety, labeling, and other regulations.

Day 2: E-commerce Strategy Development (6 hours)

  Session 4: Market Analysis and Consumer Behavior

    Conducting market research and analysis for e-commerce in the Agri-food sector.

    Understanding consumer preferences and behavior online.

  Session 5: E-commerce Strategy Formulation

    Developing an e-commerce strategy tailored to Agri-food businesses.

    Setting objectives, target audience identification, and positioning strategies.

  Session 6: User Experience (UX) Design

    Importance of UX design in e-commerce.

    Practical tips for designing user-friendly and engaging e-commerce interfaces.

Day 3: E-commerce Operations and Logistics (6 hours)

Session 7: E-commerce Logistics

Overview of logistics considerations for e-commerce fulfillment in the Agri-food industry.

Strategies for efficient order processing, packaging, and delivery.

Session 8: Inventory Management and Supply Chain

Best practices for inventory management in e-commerce.

Optimizing the supply chain for e-commerce operations.

Session 9: Payment and Security

Ensuring secure online transactions and payment processing.

Implementing payment gateways and security measures.

Day 4: Marketing and Promotion in E-commerce (6 hours)

Session 10: Digital Marketing Strategies

Overview of digital marketing channels and tactics for e-commerce.

Developing content and social media marketing strategies.

Session 11: Search Engine Optimization (SEO)

Understanding SEO principles and techniques to improve visibility on search engines.

Optimizing product listings and content for search.

Session 12: Customer Relationship Management (CRM)

Importance of CRM in e-commerce for building and maintaining customer relationships.

Tools and strategies for effective CRM implementation.

Day 5: E-commerce Analytics and Optimization (6 hours)

Session 13: E-commerce Analytics

Introduction to web analytics tools and metrics for measuring e-commerce performance.

Analyzing customer data to drive business decisions.

Session 14: Conversion Rate Optimization (CRO)

Strategies for improving conversion rates and optimizing the e-commerce sales funnel.

A/B testing and experimentation techniques.

Session 15: Future Trends in E-commerce

Discussion on emerging trends and technologies shaping the future of e-commerce in the Agri-food industry.

Opportunities for continued innovation and growth.

Day 6: Implementation and Action Planning (6 hours)

Session 16: Implementation Strategies

Developing actionable plans for implementing e-commerce innovations within Agri-food businesses.

Addressing challenges and aligning strategies with organizational goals.

Session 17: Scalability and Growth

Strategies for scaling e-commerce operations and fostering sustainable growth in the Agri-food sector.

Identifying opportunities for expansion and diversification.

Session 18: Review and Reflection

Reviewing key learnings and insights gained throughout the training program.

Reflecting on individual and organizational goals, and planning for continued learning and improvement.

Module 3: Branding (36 hours) 27.10-03.11.2023

Day 1: Introduction to Branding in Agri-food (6 hours)

    Session 1: Understanding Branding

        Introduction to branding principles and its importance in the Agri-food industry.

        The role of branding in establishing differentiation and building customer loyalty.

    Session 2: Brand Identity and Values

        Defining brand identity and core values for Agri-food businesses.

        Crafting a brand narrative that resonates with target audiences.

    Session 3: Brand Positioning

        Strategies for positioning Agri-food brands effectively in the market.

        Identifying unique selling propositions (USPs) and competitive advantages.

Day 2: Brand Strategy Development (6 hours)

    Session 4: Market Research and Analysis

        Conducting market research to inform brand strategy in the Agri-food sector.

        Analyzing consumer trends, preferences, and competitor brands.

    Session 5: Brand Architecture

        Developing a brand architecture framework for Agri-food businesses with multiple product lines or brands.

        Creating coherence and synergy across brand portfolios.

    Session 6: Brand Extension and Licensing

        Exploring opportunities for brand extension and licensing in the Agri-food industry.

Strategies for maintaining brand consistency and equity.

Day 3: Visual Branding and Design (6 hours)

Session 7: Logo Design and Visual Identity

Principles of effective logo design and visual branding for Agri-food businesses.

Creating memorable and versatile brand logos.

Session 8: Packaging Design

Importance of packaging design in Agri-food branding.

Best practices for designing packaging that communicates brand values and attracts consumers.

Session 9: Brand Storytelling through Design

Leveraging design elements to tell compelling brand stories.

Case studies of successful branding through design in the Agri-food industry.

Day 4: Brand Communication and Marketing (6 hours)

Session 10: Integrated Marketing Communication (IMC)

Developing an integrated approach to brand communication in the Agri-food sector.

Leveraging various marketing channels for maximum impact.

Session 11: Digital Branding

Strategies for building and managing digital brand presence.

Social media branding, content marketing, and online reputation management.

Session 12: Influencer Marketing and Brand Partnerships

Harnessing the power of influencers and brand partnerships to amplify brand reach and engagement.

Identifying relevant influencers and collaboration opportunities in the Agri-food industry.

Day 5: Brand Management and Evaluation (6 hours)

Session 13: Brand Monitoring and Evaluation

Tools and techniques for monitoring brand performance and measuring brand equity.

Key performance indicators (KPIs) for assessing brand health.

Session 14: Crisis Management and Brand Protection

Strategies for managing brand crises and protecting brand reputation in the Agri-food industry.

Developing crisis communication plans and response protocols.

Session 15: Future Trends in Agri-food Branding

Exploration of emerging trends and innovations in Agri-food branding.

Opportunities for continuous brand evolution and adaptation.

Module 4: Extroversion (36 hours) 13-20.11.2023

Day 1: Understanding Extroversion and Its Importance (6 hours)

Session 1: Introduction to Extroversion

Definition and characteristics of extroversion.

Importance of extroversion in the Agri-food industry for networking, customer relations, and team collaboration.

Session 2: Benefits of Extroversion

Exploring the advantages of being extroverted in the workplace.

Case studies showcasing successful extroverted leaders and professionals in the Agri-food sector.

Session 3: Self-Assessment

Personality assessment tools to identify individual levels of extroversion.

Reflection and discussion on personal strengths and areas for development.

Day 2: Communication Skills and Networking (6 hours)

Session 4: Effective Communication

Techniques for clear and persuasive communication in professional settings.

Role-playing exercises to practice assertive communication.

Session 5: Active Listening

Importance of active listening in building relationships and understanding customer needs.

Practice sessions to enhance listening skills.

Session 6: Networking Strategies

Tips for effective networking in the Agri-food industry.

Role-playing scenarios to practice networking skills.

Day 3: Building Rapport and Relationship Management (6 hours)

Session 7: Building Rapport

Strategies for establishing rapport with colleagues, clients, and stakeholders.

Role-playing exercises to develop rapport-building skills.

Session 8: Conflict Resolution

Techniques for managing conflicts and disagreements in a constructive manner.

Case studies and group discussions on conflict resolution strategies.

Session 9: Relationship Management

Importance of maintaining professional relationships in the Agri-food industry.

Tools and methods for nurturing long-term relationships with clients and partners.

Day 4: Leadership and Team Collaboration (6 hours)

Session 10: Leadership Styles

Overview of different leadership styles and their impact on team dynamics.

Self-reflection on personal leadership traits and preferences.

Session 11: Team Building

Activities and exercises to foster teamwork and collaboration in the Agri-food industry.

Strategies for leveraging diverse strengths within teams.

Session 12: Motivating Others

Techniques for motivating and inspiring colleagues and team members.

Case studies on effective motivation strategies in the Agri-food sector.

Day 5: Public Speaking and Presentation Skills (6 hours)

Session 13: Public Speaking Basics

Fundamentals of effective public speaking, including body language and vocal delivery.

Opportunities for practice and feedback.

Session 14: Presentation Design

Tips for creating engaging and impactful presentations in the Agri-food industry.

Hands-on exercises to design compelling presentations.

Session 15: Overcoming Public Speaking Anxiety

Strategies for managing anxiety and nervousness when speaking in public.

Gradual exposure and practice sessions to build confidence.

Day 6: Putting Extroversion into Practice (6 hours)

Session 16: Role-Playing Scenarios

Simulated scenarios to apply extroversion skills in various Agri-food industry contexts.

Feedback and discussion on performance.

Session 17: Goal Setting and Action Planning

Setting personal and professional goals for applying extroversion skills in the workplace.

Developing action plans for ongoing improvement.

Session 18: Wrap-up and Reflection

Review of key learnings and insights from the training program.

Reflection on progress and next steps in the journey towards enhanced extroversion in the Agri-food industry.

Horizontal Support - Seminars

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Modul №3 Branding   (36 hours) 27.10-03.11.2023

Trainer consult Ltd

Introduction to Branding in Agri-food

Understanding Branding

- Introduction to branding principles and its importance in the agro-food industry.

- The role of branding in establishing differentiation and building customer loyalty.

Trainer consult Ltd

Introduction to Branding in Agri-food

Brand Identity and Values

- Defining brand identity and core values for agro-food businesses.

- Crafting a brand narrative that resonates with target audiences..

Trainer consult Ltd

Introduction to Branding in Agri-food

Brand Positioning

- Strategies for positioning Agri-food brands effectively in the market.

- Identifying unique selling propositions (USPs) and competitive advantages.

Trainer consult Ltd

Brand Strategy Development

Market Research and Analysis

- Conducting market research to inform brand strategy in the Agri-food sector.

- Analyzing consumer trends, preferences, and competitor brands.

Trainer consult Ltd

Brand Strategy Development

Brand Architecture

- Developing a brand architecture framework for Agri-food businesses with multiple product lines or brands.

- Creating coherence and synergy across brand portfolios.

Trainer consult Ltd

Brand Strategy Development

Brand Extension and Licensing

- Exploring opportunities for brand extension and licensing in the Agri-food industry.

- Strategies for maintaining brand consistency and equity.

Trainer consult Ltd

Visual Branding and Design

Logo Design and Visual Identity

- Principles of effective logo design and visual branding for Agri-food businesses.

- Creating memorable and versatile brand logos.

Trainer consult Ltd

Visual Branding and Design

Packaging Design

- Importance of packaging design in Agri-food branding.

- Best practices for designing packaging that communicates brand values and attracts consumers.

Trainer consult Ltd

Visual Branding and Design

Brand Storytelling through Design

- Leveraging design elements to tell compelling brand stories.

- Case studies of successful branding through design in the Agri-food industry.

Trainer consult Ltd

Brand Communication and Marketing

Integrated Marketing Communication (IMC)

- Developing an integrated approach to brand communication in the Agri-food sector.

- Leveraging various marketing channels for maximum impact.

Trainer consult Ltd

Brand Communication and Marketing

Digital Branding

- Strategies for building and managing digital brand presence.

- Social media branding, content marketing, and online reputation management.

Trainer consult Ltd

Brand Communication and Marketing

Influencer Marketing and Brand Partnerships

- Harnessing the power of influencers and brand partnerships to amplify brand reach and engagement.

- Identifying relevant influencers and collaboration opportunities in the Agri-food industry.

Trainer consult Ltd

Brand Management and Evaluation

Brand Monitoring and Evaluation

- Tools and techniques for monitoring brand performance and measuring brand equity.

- Key performance indicators (KPIs) for assessing brand health.

Trainer consult Ltd

Brand Management and Evaluation

Crisis Management and Brand Protection

- Strategies for managing brand crises and protecting brand reputation in the Agri-food industry.

- Developing crisis communication plans and response protocols.

Trainer consult Ltd

Brand Management and Evaluation

Future Trends in Agri-food Branding

- Exploration of emerging trends and innovations in Agri-food branding.

- Opportunities for continuous brand evolution and adaptation.

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Module №2 E-commerce (36 hours) 19-26.10.2023

Trainer consult Ltd

Introduction to E-commerce in Agri-food

Overview of E-commerce

- Introduction to e-commerce and its significance in the Agri-food industry.

- Key benefits and challenges of e-commerce for Agri-food businesses.

Trainer consult Ltd

Introduction to E-commerce in Agri-food

E-commerce Platforms and Models

- Overview of different e-commerce platforms and business models relevant to the Agri-food sector.

- Case studies of successful e-commerce platforms in the industry.

Trainer consult Ltd

Introduction to E-commerce in Agri-food

Regulatory and Legal Considerations

- Understanding regulatory frameworks and legal considerations specific to e-commerce in the Agri-food industry.

- Compliance with food safety, labeling, and other regulations

Trainer consult Ltd

E-commerce Strategy Development

Market Analysis and Consumer Behavior

- Conducting market research and analysis for e-commerce in the Agri-food sector.

- Understanding consumer preferences and behavior online

Trainer consult Ltd

E-commerce Strategy Development

E-commerce Strategy Formulation

- Developing an e-commerce strategy tailored to Agri-food businesses.

- Setting objectives, target audience identification, and positioning strategies

Trainer consult Ltd

E-commerce Strategy Development

User Experience (UX) Design

- Importance of UX design in e-commerce.

- Practical tips for designing user-friendly and engaging e-commerce interfaces

Trainer consult Ltd

E-commerce Operations and Logistics

E-commerce Logistics

- Overview of logistics considerations for e-commerce fulfillment in the Agri-food industry.

- Strategies for efficient order processing, packaging, and delivery.

Trainer consult Ltd

E-commerce Operations and Logistics

Inventory Management and Supply Chain

- Best practices for inventory management in e-commerce.

- Optimizing the supply chain for e-commerce operations.

Trainer consult Ltd

E-commerce Operations and Logistics

Payment and Security

- Ensuring secure online transactions and payment processing.

- Implementing payment gateways and security measures.

Trainer consult Ltd

Marketing and Promotion in E-commerce

Digital Marketing Strategies

- Overview of digital marketing channels and tactics for e-commerce.

- Developing content and social media marketing strategies.

Trainer consult Ltd

Marketing and Promotion in E-commerce

Search Engine Optimization (SEO)

- Understanding SEO principles and techniques to improve visibility on search engines.

- Optimizing product listings and content for search

Trainer consult Ltd

Marketing and Promotion in E-commerce

Customer Relationship Management (CRM)

- Importance of CRM in e-commerce for building and maintaining customer relationships.

- Tools and strategies for effective CRM implementation.

Trainer consult Ltd

E-commerce Analytics and Optimization

E-commerce Analytics

- Introduction to web analytics tools and metrics for measuring e-commerce performance.

- Analyzing customer data to drive business decisions..

Trainer consult Ltd

E-commerce Analytics and Optimization

Conversion Rate Optimization (CRO)

• Strategies for improving conversion rates and optimizing the e-commerce sales funnel.

• A/B testing and experimentation techniques.

Trainer consult Ltd

E-commerce Analytics and Optimization

Future Trends in E-commerce

- Discussion on emerging trends and technologies shaping the future of e-commerce in the Agri-food industry.

- Opportunities for continued innovation and growth.

Trainer consult Ltd

Implementation and Action Planning

Implementation Strategies

- Developing actionable plans for implementing e-commerce innovations within Agri-food businesses.

- Addressing challenges and aligning strategies with organizational goals.

Trainer consult Ltd

Implementation and Action Planning

Scalability and Growth

- Strategies for scaling e-commerce operations and fostering sustainable growth in the Agri-food sector.

- Identifying opportunities for expansion and diversification.

Trainer consult Ltd

Implementation and Action Planning

Review and Reflection

- Reviewing key learnings and insights gained throughout the training program.

- Reflecting on individual and organizational goals, and planning for continued learning and improvement.

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Module №4 Extroversion (36 hours) 13-20.11.2023

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Understanding Extroversion and Its Importance

Introduction to Extroversion

- Definition and characteristics of extroversion.

- Importance of extroversion in the agro-food industry for networking, customer relations, and team collaboration

Trainer consult Ltd

Understanding Extroversion and Its Importance

Benefits of Extroversion

- Exploring the advantages of being extroverted in the workplace.

- Case studies showcasing successful extroverted leaders and professionals in the agro-food sector

Trainer consult Ltd

Understanding Extroversion and Its Importance

Self-Assessment

- Personality assessment tools to identify individual levels of extroversion.

- Reflection and discussion on personal strengths and areas for development

Trainer consult Ltd

Communication Skills and Networking

Effective Communication

- Techniques for clear and persuasive communication in professional settings.

- Role-playing exercises to practice assertive communication

Trainer consult Ltd

Communication Skills and Networking

Active Listening

- Importance of active listening in building relationships and understanding customer needs.

- Practice sessions to enhance listening skills

Trainer consult Ltd

Communication Skills and Networking

Networking Strategies

- Tips for effective networking in the agri-food industry.

- Role-playing scenarios to practice networking skills.

Trainer consult Ltd

Building Rapport and Relationship Management

Building Rapport

- Strategies for establishing rapport with colleagues, clients, and stakeholders.

- Role-playing exercises to develop rapport-building skills.

Trainer consult Ltd

Building Rapport and Relationship Management

Conflict Resolution

- Techniques for managing conflicts and disagreements in a constructive manner.

- Case studies and group discussions on conflict resolution strategies.

Trainer consult Ltd

Building Rapport and Relationship Management

Relationship Management

- Importance of maintaining professional relationships in the Agri-food industry.

- Tools and methods for nurturing long-term relationships with clients and partners.

Trainer consult Ltd

Leadership and Team Collaboration

Leadership Styles

- Overview of different leadership styles and their impact on team dynamics.

- Self-reflection on personal leadership traits and preferences

Trainer consult Ltd

Leadership and Team Collaboration

Team Building

- Activities and exercises to foster teamwork and collaboration in the Agri-food industry.

- Strategies for leveraging diverse strengths within teams.

Trainer consult Ltd

Leadership and Team Collaboration

Motivating Others

- Techniques for motivating and inspiring colleagues and team members.

- Case studies on effective motivation strategies in the Agri-food sector

Trainer consult Ltd

Public Speaking and Presentation Skills

Public Speaking Basics

- Fundamentals of effective public speaking, including body language and vocal delivery.

- Opportunities for practice and feedback.

Trainer consult Ltd

Public Speaking and Presentation Skills

Presentation Design

- Tips for creating engaging and impactful presentations in the Agri-food industry.

- Hands-on exercises to design compelling presentations.

Trainer consult Ltd

Public Speaking and Presentation Skills

Overcoming Public Speaking Anxiety

•   Strategies for managing anxiety and nervousness when speaking in public.

•   Gradual exposure and practice sessions to build confidence.

Trainer consult Ltd

Putting Extroversion into Practice

Role-Playing Scenarios

- Simulated scenarios to apply extroversion skills in various Agri-food industry contexts.

- Feedback and discussion on performance.

Putting Extroversion into Practice

Goal Setting and Action Planning

- Setting personal and professional goals for applying extroversion skills in the workplace.

- Developing action plans for ongoing improvement.

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Putting Extroversion into Practice

Wrap-up and Reflection

- Review of key learnings and insights from the training program.

- Reflection on progress and next steps in the journey towards enhanced extroversion in the Agri-food industry.

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Horizontal Support - Seminars

Module №1 Innovation (36 hours) 11-18.10.2023

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Introduction and Understanding Innovation

Introduction to Innovation

- Overview of the training program and its objectives.

- Definition of innovation and its relevance to the Agri-food industry.

Trainer consult Ltd

Introduction and Understanding Innovation

Types of Innovation

- Explanation of different types of innovation: product, process, marketing, and organizational.

- Examples of innovative practices in each category.

Trainer consult Ltd

Introduction and Understanding Innovation

Trends and Challenges

- Discussion on current trends shaping the Agri-food industry.

- Identification and analysis of challenges and opportunities for innovation

Trainer consult Ltd

Introduction and Understanding Innovation

Case Studies

- Examination of successful innovation case studies in the Agri-food sector.

- Group discussions on key learnings and implications for participants' organizations

Trainer consult Ltd

Introduction and Understanding Innovation

Ideation Techniques

- Introduction to ideation methodologies such as brainstorming and mind mapping.

- Hands-on ideation exercises to stimulate creativity.

Trainer consult Ltd

Introduction and Understanding Innovation

Problem Definition

- Identifying specific challenges or opportunities for innovation within participants' organizations.

- Defining clear problem statements to guide the innovation process.

Trainer consult Ltd

Concept Development and Prototyping

Concept Development

- Tools and techniques for generating and refining innovative concepts.

- Group activities to develop potential solutions to identified problems.

Trainer consult Ltd

Concept Development and Prototyping

Prototyping

- Overview of prototyping techniques in the Agri-food industry.

- Hands-on prototyping exercise to create basic prototypes of innovative ideas.

Trainer consult Ltd

Concept Development and Prototyping

Testing and Validation

- Importance of testing and validating prototypes to ensure viability.

- Designing experiments and validation strategies for prototype testing

Trainer consult Ltd

Concept Development and Prototyping

Feedback and Iteration

- Gathering feedback from stakeholders on prototypes.

- Iterating on prototypes based on feedback to improve effectiveness and usability

Trainer consult Ltd

Implementation and Commercialization

Implementation Strategies

- Developing implementation plans for innovative solutions.

- Addressing potential barriers and challenges to implementation.

Trainer consult Ltd

Implementation and Commercialization

Commercialization

- Strategies for bringing innovative products to market in the Agri-food industry.

- Market analysis and commercialization planning exercises

Trainer consult Ltd

Implementation and Commercialization

Legal and Regulatory Considerations

- Overview of legal and regulatory issues affecting innovation in the Agri-food sector.

- Ensuring compliance and managing risks associated with innovation.

Trainer consult Ltd

Implementation and Commercialization

Sustainable Innovation

- Exploring sustainable practices in the Agri-food industry and their integration into innovation strategies.

- Case studies of sustainable innovations in the sector.

Trainer consult Ltd

Future Trends and Action Planning

Future Trends

- Discussion on emerging technologies and future trends in the Agri-food sector.

- Opportunities for continued innovation and growth

Trainer consult Ltd

Future Trends and Action Planning

Action Planning

- Reflection on key learnings from the training program.

- Development of action plans for implementing innovative ideas within participants' organizations.

Trainer consult Ltd

Future Trends and Action Planning

Wrap-up and Q&A

- Review of important concepts and takeaways from the training.

- Open discussion for questions, clarifications, and additional insights

Trainer consult Ltd

Future Trends and Action Planning

Evaluation and Feedback

- Assessment of participants' learning outcomes and overall satisfaction with the training.

- Collection of feedback to improve future iterations of the program

Trainer consult Ltd